

MONEX GROUP

Monex Group Successfully Completes Acquisition of ChatBook Co. Ltd.

TOKYO, July 28, 2022 - Monex Group, Inc. (headquarters: Tokyo; Representative Executive Officer and CEO: Oki Matsumoto; hereinafter Monex Group) today announced the successful completion of its acquisition of all shares of ChatBook Co. Ltd. (headquarters: Tokyo; CEO: Maiko Kojima; hereinafter ChatBook).

1. Background and Purpose of the Merger

ChatBook is a digital marketing SaaS provider that develops and operates a chatbot service called “ChatBook.” “ChatBook” is a chatbot service that integrates customer data and communication on websites and SNS (LINE, Facebook, and Instagram) to automate customer response, improving the efficiency of client companies' sales activities and conversions, and it also supports marketing DX of those companies. Taking the opportunity of making ChatBook a wholly owned subsidiary, Monex Group will promote further business expansion of ChatBook by providing multifaceted support, such as sales channel expansion and funding, while investing Monex Group's management resources into ChatBook.

In addition, Monex Group believes that this acquisition will enable its group companies to utilize the knowledge and expertise, as well as human capitals including engineers, of ChatBook gained through its business operations and upgrade digital marketings to cater the services to more customers.

2. Overview of ChatBook (as of July 28, 2022)

(1) Name	ChatBook Co. Ltd.
(2) Address	1-12-32 Akasaka, Minato-ku, Tokyo
(3) Representative	Maiko Kojima, CEO
(4) Business description	Development and operation of marketing SaaS "ChatBook"
(5) Capital	69.2 million yen
(6) Establishment	September, 2016

3. Future prospects

This acquisition will not have any impact on the Monex Group's consolidated financial business performance.

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