

NEWS RELEASE

Canon Marketing Japan Inc.

Canon Marketing Japan invests in Valpas, a Developer of IoT-based bed bug trapping devices and software, through Canon Marketing Japan MIRAI Fund

Canon Marketing Japan Inc. (President: Masachika Adachi, "Canon MJ") has invested in Valpas Enterprises Oy (headquartered in Helsinki, Finland; CEO: Martim Gois; "Valpas"), a developer of IoT-based bed bug trapping devices and software for the hospitality industry through Canon Marketing Japan MIRAI Fund, a corporate venture capital fund ("CVC fund") jointly operated with Global Brain Corporation (President: Yasuhiko Yurimoto)

**valpas**

■ Background and purpose of the investment

The Canon MJ Group established the R&B (Research and Business Development) Promotion Center in January 2024. It is a specialized organization taking a future-oriented approach as it strives to create new businesses to solve social issues. The Group is working to push ahead with open innovation on a worldwide scale together with startups, academic institutions and the government entities that share the objectives, aiming to create new businesses. In addition, Canon MJ has established "Canon Marketing Japan MIRAI Fund". It is a CVC fund of around 10 billion yen aimed at accelerating open innovation with startups that possess cutting-edge technologies and business ideas.

Valpas is a Finnish startup that provides the hospitality industry, including hotels, with the IoT-based bed bug trapping device and software to prevent bed bug infestations. Bed bugs are blood-sucking pests that cause severe itching in humans. In recent years, reports of bed bug infestations in Europe, the US, and South Korea have been widely covered by the media. In Japan the hospitality industry's services are increasingly in demand as the number of travelers, including international travelers, increases. Regardless of how perfect a hotel's hygiene is, guests can bring bed bugs into the room, and this problem is growing in Japan. Additionally, there have been reports of bed bugs becoming resistant to insecticides, making them even harder to eliminate. Hotels dealing with bed bug infestations must hire professional pest control companies and undergo cleaning that can last several weeks to months, which is costly and can significantly damage their brand reputation. Valpas has developed an IoT-based device designed to attract, capture and eliminate bed bugs before they can harm guests. It helps prevent lost lodging opportunities and helps improve brand reputation. Without using insecticides or other agents, they system has very little impact on the ecosystem and contributes to reducing environmental burdens.

Canon Marketing Japan MIRAI Fund has two investment areas, Well-being and Business transformation, and it intends to realize Life purpose (creating services that empower anyone to experience the vitality to live in good health through spiritual enrichment) and Regional regeneration (visualizing and rediscovering regional value and creating region-driven businesses) through this investment. Canon MJ decided to finance Valpas because it is expected that Valpas will contribute to the safety and security of travelers and the continued development of the hospitality industry, and it is expected that demand will continue to grow due to the increasing number of travelers worldwide. Through the investment, the Canon MJ Group will aim to create new businesses themed on the realization of travel and sightseeing with security, safety and sustainability. Additionally, the Canon MJ Group will contribute to the growth of Valpas by providing multifaceted support including supporting the expansion of their business providing its solution in the Japanese market based on the Canon MJ Group's customer base.

We will continue to provide updates on our website regarding our future business developments.

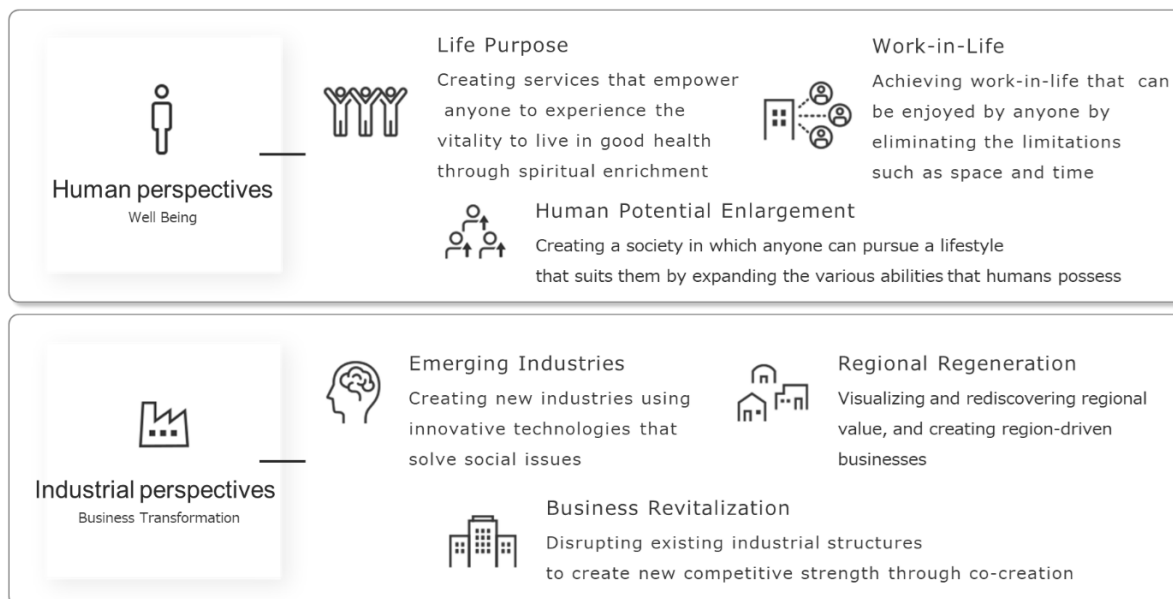
Overview of Valpas

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|-------------------------|---|
| Company name | Valpas Enterprises Oy |
| Established | January 2017 |
| Location | Helsinki, Finland |
| Representative | CEO Martim Gois |
| Description of business | Development of IoT-based bed bug trapping devices and software for the hospitality industry |
| URL | https://valpashotels.com/ |

Overview of the fund

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| Registered name | Canon Marketing Japan MIRAI Fund L. P. |
| Date of incorporation | January 29, 2024 |
| General Partner | Global Brain Corporation |
| Limited Partner | Canon Marketing Japan Inc. |
| Fund size | 10.0 billion yen (planned) |
| Fund term | 10 years (planned) |
| Investment targets | Domestic and overseas startups offering businesses and services for realizing well-being and business transformation at all stages of business development |
| URL | https://canon.jp/corporate/en/rb/mirai-fund |

Domains for investment



Website

R&B

<https://canon.jp/corporate/en/rb>

Canon Marketing Japan MIRAI Fund

<https://canon.jp/corporate/en/rb/mirai-fund>

Inquiries

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For inquiries from the general public

<https://forum1.canon.jp/public/application/add/9858> (Inquiry form)