



Canon Marketing Japan acquires Shares of SMARTEDUCATION, a Company Providing Childcare and Educational Environments and ICT Teaching Materials for Early Childhood Facilities

Canon Marketing Japan Inc. (President & Representative Director: Masachika Adachi; hereafter, "Canon MJ") has acquired shares of SMARTEDUCATION, LTD. (Headquarters: Shinagawa-ku, Tokyo; Representative Director & CEO: Daigo Ikeya; hereinafter, "SMARTEDUCATION") through Canon Marketing Japan MIRAI Fund, a corporate venture capital fund("CVC fund"). SMARTEDUCATION provides childcare and educational environments and ICT teaching materials for early childhood facilities.



SMARTEDUCATION is a startup that provides ICT teaching materials with the goals of fostering independence and creates nature-rich schoolyards for kindergartens and nursery schools. Its vision is to help kids develop their "zest of living" with the best means available. Japan's early childhood education industry has entered a new phase where parents can select the kindergarten they wish to send their children to due to the resolution of the problem of children being on waiting lists for early childhood facilities and the rapid decrease of the birthrate. We are entering an era that emphasizes higher quality education, which involves respecting the individual and developing the ability to learn. SMARTEDUCATION has been strongly supported for its integration of ICT teaching materials that children can use as creative tools with experiences that are essential in early childhood, such as playing outside and creative activities in kindergarten. By doing this, it has provided an educational solution that encourages each child's independence and creativity.

The Canon MJ Group explores the cutting-edge technologies and business ideas and pushes ahead with open innovation and new value creation, aiming to solve social issues by taking a future-oriented approach. Canon MJ is supportive of SMARTEDUCATION's vision and greatly appreciates its distinct, child-centered educational solutions. We have chosen to acquire shares of SMARTEDUCATION to enhance our education-focused business, which will be essential for the future. Through this acquisition of shares, we aim to collaboratively create a business with SMARTEDUCATION that contributes to the future of the education industry, focusing on nurturing people's ability to create new value.

■ Overview of SMARTEDUCATION:

Company name	SMARTEDUCATION, LTD.
Established	June 7, 2011
Location	Shinagawa-ku, Tokyo, Japan
Representative	Daigo Ikeya
Description of business	Providing childcare and educational environments and ICT teaching materials for early childhood facilities
URL	https://smarteducation.jp (Available only in Japanese)