



NEWS RELEASE

October 4, 2023

Yamato Holdings Co., Ltd.

Yamato Holdings Invests in STYLE PORT Inc., Provider of ROOV Spatial Communication Platform

Yamato Holdings Co., Ltd. (Headquarters: Chuo-ku, Tokyo; Representative Director, Executive Officer and President: Yutaka Nagao, hereinafter “Yamato Holdings”) has made an investment through KURONEKO Innovation Fund (Manager: Global Brain Corporation) in STYLE PORT Inc. (Headquarters: Shibuya-ku, Tokyo; CEO: Akihiko Madokoro, hereinafter “STYLE PORT”), provider of ROOV, a cloud-based spatial communications platform with platform functions that combines a system enabling virtual viewing of real estate buildings via VR technology with the documents and content needed when considering the purchase of a home.



<“ROOV” of STYLE PORT providing>

STYLE PORT is a start-up aiming to create new value in the real estate industry through “real estate + technology.” With a management team possessing extensive experience in the real estate sector, it is developing and offering services revolving around 3D CG technology. The ROOV spatial communications platform STYLE PORT provides is a service tool that integrates a VR viewing system for potential buyers (ROOV walk) and a sales support system for real estate companies (ROOV compass). ROOV has been adopted by around 100* major real estate developers.

KURONEKO Innovation Fund decided to make the present investment based on the fact that STYLE PORT's VR technology can be expected to improve the customer experience, as it allows potential buyers to imagine a property's space without physically visiting the site as well as enables recreation of rooms in a way that is closer to the real thing by arranging furniture within the virtual space. The fund also judged that the platform has the potential to be utilized in a wide range of fields in the future, including logistics, when the technology is viewed as a digital transformation of space. By incorporating STYLE PORT into the fund's portfolio, Yamato Holdings will support the company's growth as well as move forward with enhancing its knowledge of DX in the real estate field and consider ways to achieve the provision of new value.

*As of September 2023.

About STYLE PORT Inc.

Established: October 2017

Head office: Tokyo Central Omotesando, 4-3-15 Jingumae, Shibuya-ku, Tokyo

Representative: Akihiko Madokoro

Business areas: Real estate IT solutions business

Website: <https://styleport.co.jp/>

About KURONEKO Innovation Fund

Website: <https://www.kuroneko-v.com/>

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