



## Notice of Investment in YAMAP INC.

Japan Evolution Fund, L.P.S., a Japanese limited partnership operated by MCP Group from Kyushu (JEF : <https://www.mcp-jef.com/>) has made a strategic investment as the lead investor in YAMAP INC. (Headquarters: Fukuoka City, Fukuoka Prefecture). As part of this investment, JEF will appoint a statutory auditor and enhance its support for their growth.

YAMAP is a leading startup based in Kyushu that operates various web services and an online store related to trekking and outdoor activities, with its flagship product being the "YAMAP" mountain climbing app boasting the highest number of users in Japan. Through its business, they contribute to forest conservation, tree planting, trail maintenance, and mountain rescue support. With a mission of "Connecting Joy with the Earth," they aim to create a world where both people and the global environment thrive together.

Impressed by their vision for promoting well-being and a circular economy, JEF has decided to invest. We also recognized their business growth fueled by the YAMAP community and unique product development, as well as the social impact of their initiatives. JEF will provide support for business expansion and IPO assistance through leveraging the MCP Group network. We expect our support for YAMAP, a leading startup in Kyushu and Okinawa, will set an example for creating new funding cycles for startups in mid-stage and beyond across Japan.

### <Company Profile of Investee>

Company Name	YAMAP INC.
Address	6th Floor, Hakata AG Building, Hakata-ekimae, Hakata-ku, Fukuoka-shi, Fukuoka
Business Description	Development and operation of web services and smartphone applications for mountain climbing and outdoor activities
Representative	Yoshihiko Haruyama, CEO
Established	July 2013
URL	<a href="https://yamap.com/">https://yamap.com/</a>

### <About MCP group>

MCP Group is a distinguished alternative investment management group headquartered in Hong Kong, with established offices in Japan (Tokyo, Fukuoka), the United States, and South Korea. In Japan, we are proud to have MCP Asset Management (Japan) Inc., a registered financial instruments business operator, as well as Millennium Fund Services Japan Limited., specializing in risk management for alternative investments.

URL <https://www.mcp-am.com/>

### <About JEF>

JEF is an investment fund that targets mid-stage startups primarily dedicated to offering technological solutions for societal challenges and promoting sustainable growth through ESG initiatives. Guided by the investment philosophy of "Creating globally competitive and scalable companies from Japan," we harness the extensive network and partnerships of MCP Group, which has fostered connections between Japanese and international markets for over 20 years. Additionally, our team members bring a wealth of expertise in finance and management. Our goal is to enhance the global competitiveness of domestic startups with exceptional technology, products, and services, and showcase their potential to the world.

### 【Contact Information】

Please submit your inquiries through the contact form on our fund's website.

URL <https://www.mcp-jef.com/>