

## **MPOWER Partners announces new investment in ClipLine**



March 31, 2022; Tokyo, Japan: MPOWER Partners Fund, Japan's first ESG-focused global venture capital fund, has invested in ClipLine, Inc. (headquartered in Shinagawa-ku Tokyo; Founder/CEO: Hayato Takahashi; hereinafter "ClipLine"), a provider of management support service "ClipLine" to enhance organizational performance through videos.

ClipLine supports the improvement of labor productivity in the service industry, which accounts for approximately 70% of Japan's GDP. Through its service, ClipLine provides its customers a means for employee education, communication, and knowledge sharing through videos. ClipLine has been able to improve its customers' financial performance, including increased sales, reduced turnover, and improved operational efficiencies. It was first introduced into restaurant chains such as Yoshinoya, then expanded into nursing care providers such as Sampo Care Inc., a nursing care company, as well as retailers such as Gulliver, a used car company. It has been adopted by a variety of industries and companies, including multi-site businesses that do not have retail outlets, such as transportation companies and factories. During the COVID-19 pandemic, digitization of business operations has spread rapidly, and as of the end of December 2021, ClipLine has accumulated 420,000 users across 15,000 stores.

MPOWER Partners supports ClipLine's mission to maximize "what you can do" and shares the "people-focused" vision that permeates the company's culture. From an ESG perspective, we expect ClipLine to become a tool that contributes to society by improving the work environment in service businesses and enhancing labor productivity over the medium to long term. We look forward to working with ClipLine to further business growth and ESG implementation.

### **Comment from Hayato Takahashi, Founder/CEO, ClipLine**

Based on our mission of maximizing "what you can do," we provide management services to improve the productivity of multi-store operations. In the restaurant and retail industries, AI and robotics are being introduced to improve operational efficiency in some areas, but the source of added value in storefront businesses is people. We have proven that by promoting the growth of employees and enhancing organizational capabilities, companies can improve their business performance.

ClipLine has grown to 420,000 users, and we believe it is essential to formulate a medium-to long-term growth strategy from an ESG perspective. We are very encouraged to have MPOWER Partners, which stands at the forefront of ESG investment and deep knowledge in this area, join us as an investor. With their support around sustainability-focused management, we will make further efforts to improve labor productivity in multi-store businesses and maximize our corporate value.

## **ClipLine's press release regarding this round**

<https://prtimes.jp/main/html/rd/p/000000122.000011390.html>

### **■ClipLine Summary**

Location: Room 20, 7th floor, TOC Building, 7-22-17 Nishi-gotanda, Shinagawa-ku, Tokyo 141-0031

Founder/CEO: Hayato Takahashi

Business: Development and management of "ClipLine," a management support service to enhance organizational performance through videos; business consulting services

Company website: <https://corp.clipline.com/>

Service website: <https://clipline.jp/service/>

### **■MPower Partners Fund Summary**

MPower Partners Fund is an ESG-integrated global venture capital fund that aims to support entrepreneurs providing solutions to societal challenges with the power of technology, and to promote sustainable growth by incorporating ESG (Environment, Social, Governance) into their core business strategies. The founding team draws on their extensive experience in the financial industry and ESG matters to support the global expansion of startups and strives to infuse ESG elements into the ecosystem.

Fund website: <https://www.mpower-partners.com>

For inquiries regarding this matter, please contact [info@mpower-partners.com](mailto:info@mpower-partners.com)

This press release has been prepared for the purpose of providing information to qualified institutional investors and potential portfolio companies of the Fund, and is not a disclosure document pursuant to the Financial Instruments and Exchange Act, and does not constitute a solicitation or recommendation to purchase the Fund.