

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



April 6, 2022; Tokyo, Japan: MPOWER Partners Fund, Japan's first ESG-focused global venture capital fund, has invested in RABO, Inc. (headquartered in Shibuya-ku Tokyo; President & CEO: Yukiko Iyo; hereinafter "RABO"), a leading pet tech company developing Catlog products and services "to support the lives of cats through technology."

RABO released "Catlog," a collar device and smartphone app in September 2019; "Catlog Food Care," a food management service in May 2021; and "Catlog Board," an IoT device for toilet and weight management in August 2021. To date, more than 14,000 cats are enjoying the "Catlog life." A database of cat behavior, monitored by Catlog devices, has exceeded 4 billion data points. RABO has always believed that cats are equal members of the family, and that caring for their existence and health contributes to the physical and mental health of people. Our corporate tagline "everything for cats" serves as a North Star which guides our business operations on a daily basis.

MPOWER Partners deeply empathizes with RABO's view that animals (pets) are equal members of the family and its goal to support a healthy life together for as long as possible, supported by technology. We are also impressed by RABO's thoughtfulness in terms of ESG - globally, there is growing awareness around animal welfare as a material ESG factor, and RABO already takes into consideration the recyclability of materials used in their products. We are fully committed to supporting RABO in becoming the number one cat tech company globally.

### **Comment from Yukiko Iyo, President & CEO, RABO**

We consider cats as important members of the family - thus, we have been driving the development and growth of Catlog products and services. Our mission and culture resonates with MPOWER, and in this financing round, we hope to leverage MPOWER's investment to integrate ESG into our management practices, with animal welfare at the core. In addition, we will work together to prepare for our global expansion, so that every cat in the world can thrive with their owners for as long as possible. Everything we do is for cats.

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

<https://prtimes.jp/main/html/rd/p/000000042.000037478.html>

#### **■RABOSummary**

Location: 1-11-13 Ebisuminami, Shibuya-ku, Tokyo

President & CEO: Yukiko Iyo

Business: Development of Catlog products and services "to support the lives of cats through technology"

Corporate URL: <https://rabo.cat>  
Product URL: <https://rabo.cat/catlog>  
Twitter: [https://twitter.com/Catlog\\_RABO](https://twitter.com/Catlog_RABO)  
Instagram: [https://www.instagram.com/catlog\\_rabo/](https://www.instagram.com/catlog_rabo/)  
TikTok: [https://www.tiktok.com/@catlog\\_rabo](https://www.tiktok.com/@catlog_rabo)  
LINE: <https://lin.ee/pjWQIUc>

### ■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  
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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.