

*[Provisional Translation Only]*

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June 26, 2019

**Ichigo Inc.** (Tokyo Stock Exchange First Section, 2337)  
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## **Ichigo Becomes Project Partner for Global, Real-World Augmented Reality (AR) Game Combining Japanese Soccer Manga Captain Tsubasa & World-Class Soccer Players, Stadiums, & Real Estate Around the World**

Ichigo today signed a partnership agreement with MIRAIRE, which is developing TSUBASA+, a global, real-world augmented reality (AR) game that uses smartphone GPS to connect virtual characters from the Japanese soccer manga, Captain Tsubasa, with avatars of world-class soccer players, stadiums, and real estate around the world.

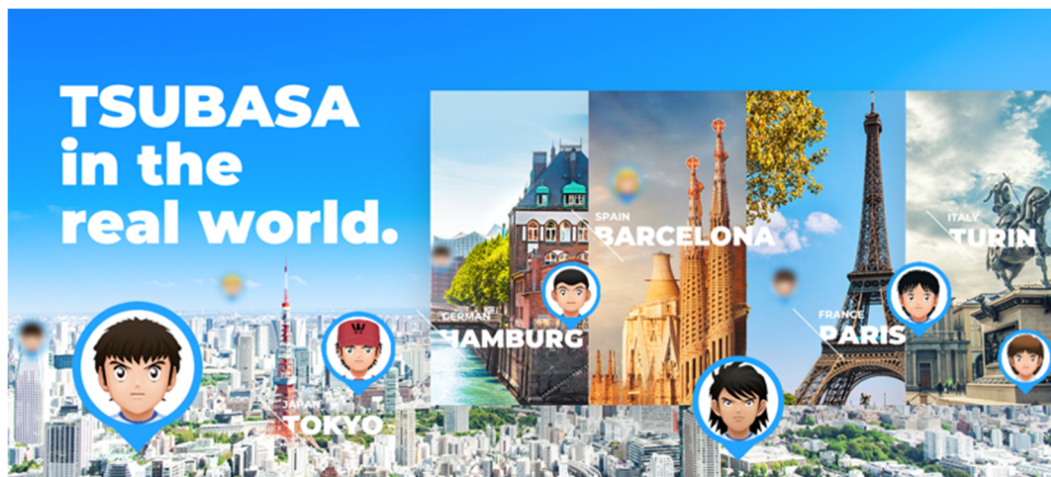
### **1. Partnership Rationale**

Ichigo is a sustainable infrastructure company that works to support the sustainable development of communities and neighborhoods. In the sports area, Ichigo is teaming with the Japan Professional Football League (J.League) as a J.League Top Partner to build stronger and healthier local communities.

TSUBASA+ is a newly developed game that merges elements from the popular soccer manga Captain Tsubasa with the real world. Ichigo is contributing Ichigo's real estate capabilities and expertise in order to integrate real-world locations into the game, including placing virtual stadiums at Ichigo real estate assets.

### **2. TSUBASA+ Overview**

TSUBASA+ is a global, real-world AR game that allows users to encounter virtual characters from Captain Tsubasa and avatars of world-class professional soccer players at soccer stadiums and fields around the world. The smartphone GPS functionality links the game with the real world, and users can enjoy playing soccer with family and friends in a way that bridges the real and virtual worlds.



## TSUBASA+ Promotional Sites

Teaser site <https://tsubasa.plus/en>

Teaser movie [https://youtu.be/PRLV6\\_Z6JnM](https://youtu.be/PRLV6_Z6JnM)



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For additional details, please see the MIRAIRE press release at <https://miraire.jp>.

### 3. MIRAIRE Overview

|                    |                                     |
|--------------------|-------------------------------------|
| Name               | MIRAIRE Inc.                        |
| Address            | 4-17 Kaigan Dori, Naka-ku, Yokohama |
| Representative     | Yuta Shiga, Representative Director |
| Paid-In Capital    | JPY 35 million                      |
| Establishment Date | February 2017                       |

### 4. Transaction Date

Contract Date                      June 26, 2019

### 5. Earnings Outlook

Because TSUBASA+'s global launch is planned for early 2020, it will have limited impact on Ichigo's current year FY20/2 consolidated earnings. Going forward, Ichigo believes TSUBASA+ will drive Ichigo's earnings growth while benefiting communities and neighborhoods where Ichigo's real estate is located.