

[Provisional Translation Only]

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September 2, 2020

Ichigo Inc. (Tokyo Stock Exchange First Section, 2337)

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Global Launch of Real-World Augmented Reality (AR) Game TSUBASA+

Ichigo is a partner of MIRAIRE, which is developing TSUBASA+, a global, real-world augmented reality (AR) game as announced in the June 26, 2019 release “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.” TSUBASA+ will kick off its global launch this autumn.

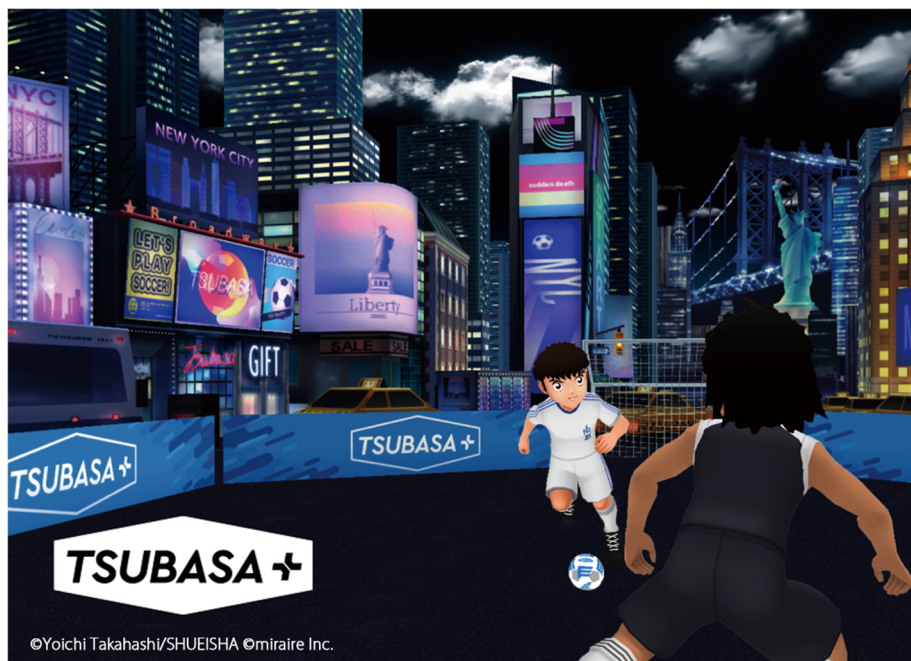
1. TSUBASA+ Partnership Rationale

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

For the development of TSUBASA+, Ichigo is contributing Ichigo’s real estate capabilities and expertise in order to integrate real-world locations into the game.

2. TSUBASA+ Launch Overview

For additional details of the launch, please see today’s release from MIRAIRE “TSUBASA+ Features Captain Tsubasa in Real-world Gameplay Football – Music composed and produced by Taku Takahashi (m-flo)” at https://miraire.com/archives/news/tsubasaplus_202008.



3. MIRAIRE Overview

Name	MIRAIRE Inc.
Address	2-3-1 Minatomirai, Nishi-ku, Yokohama
Representative	Yuta Shiga, Representative Director
Paid-In Capital	JPY 35 million
Establishment Date	February 2017

4. Earnings Outlook

The impact of the partnership has already been reflected in Ichigo's FY21/2 consolidated earnings forecast. Going forward, Ichigo believes TSUBASA+ will drive Ichigo's earnings growth while benefiting neighborhoods and communities where Ichigo's real estate is located.