

**Infomart and Mitsui Form a Capital and Business Alliance with
Chinese Food Tech Company
Promoting Business in China Focusing on the Expansion of the
Chinese Restaurant Industry and DX**

Infomart Corporation (Headquarters: Minato-ku, Tokyo; President and CEO: Osamu Nagao; hereinafter referred to as "the Company") in collaboration with Mitsui & Co., Ltd. (Head office: Chiyoda-ku, Tokyo; President and CEO Tatsuo Yasunaga, hereinafter "Mitsui") are pleased to announce that we have entered into a capital and business alliance agreement with the Chinese food tech company "Beijing Bojunyouxuan Technology Co., Ltd." (Headquarters: Beijing; CEO: Meng-Jun, hereinafter "Bojun").

Through this alliance, we intend both to gain access to the future profits expected to result from the continuing growth and expansion of the Chinese restaurant industry, and to further promote our business in China.

In connection with this capital and business alliance, the Company and Mitsui established a special purpose company, named "I&M Co., Ltd." (hereinafter "I&M"), on October 21, 2020. Bojun is a member company of the top Chinese food tech group "Acewill Information Technology (Beijing) Co., Ltd. (Acewill)" (Headquarters: Beijing, China; Chairman: Kong Lingbo; hereinafter "Acewill") engaged in developing supply chain management services in the food service industry, with 500 companies using its services in China across more than 14,000 stores.

< Outline of capital alliance >

The Company and Mitsui invested in Bojun via I&M, a joint venture of the Company and Mitsui, thereby acquiring a 30% share of its equity. I&M has its headquarters in Japan and is equally owned by the two companies. Moreover, the Deputy Chairman of Bojun will be appointed by I&M.

< Outline of business alliance >

Following the establishment of this business alliance with Bojun through I&M, the Company and Mitsui will jointly establish a "steering committee" to cooperatively "support" Bojun in areas such as "know-how in ordering and digital transformation of the ordering system, "the development of food safety and security systems", and "matching service support". This channel will also be used for the discussion of a wide range of business issues, and for the development of new businesses that utilize data, with the aim achieving mutual development for all parties.

< Background to this alliance >

In recent years, the number of companies working on DX has increased in Japan. As defined by the Ministry of Economy, Trade and Industry (*1), these companies are those engaged in rapidly creating products and services that utilize data and digital technologies, and in the reorganization of business models in response to the need for their client companies to establish a competitive advantage by transforming their own businesses, their organizational structures, and the processes they are currently using.

On the other hand, the transition of BtoB transactions to electronic media is already growing rapidly in China. The market size of the food service industry in Japan is 26 trillion yen (* 2) and that in China is 4,672.1 billion yuan (about 70 trillion yen) (* 3). This means that demand for DX promotion is likely to grow in China's food service industry in the future.

Further expansion of the Chinese food service industry and therefore, the growth of the country's food tech companies that support it are also expected. Consequently, to focus on this growth potential, the Company has established I&M, a special purpose company, with Mitsui and decided to form a capital and business alliance with Bojun, an Acewill group company.

(* 1) Ministry of Economy, Trade and Industry "Guidelines for Promoting Digital Transformation (DX Promotion Guidelines) Ver. 1.0"

(* 2) Japan Food Service Association "2019 Restaurant Industry Market Size Estimation"

(* 3) Sourced from the website of the China Cuisine Association

Through the alliance with Bojun, we aim to revitalize our business in China by integrating Bojun's technology with our expertise and experience. Furthermore, we will also contribute to the development of the Chinese food industry by mutually making use of each other's know-how. In addition, we will continue with the reorganization of the Chinese business of Infomart (Beijing) Consulting Limited Company and of Etong world (Beijing) consulting Co.,LTD. Going forward, this will be the principal focus for our endeavour.

< Company Profiles >

【Bojun】

1	Company name	Beijing Bojunyouxuan Technology Co., Ltd.
2	Representative	Meng Jun CEO
3	Headquarters	Room 201, East District, 2F, Block B, No.31, Building Materials City West Road, Xisanqi, Haidian District, Beijing
4	Established	February 12, 2019
5	Capital	14.28 million yuan
6	Business description	Development and provision of SCM services
7	Number of employees	35 (as of November 2020)
8	Shareholders	Acewill (56%), I&M (30%), Zhuhai Junzheng Youxuan corporation management center(limited partnership) (14%)

【I&M】

1	Company name	I&M Co., Ltd.
2	Representative	Hajime Kawase, President and CEO
3	Headquarters	13F Shiodome Shibarikyu Building, 1-2-3 Kaigan, Minato-ku, Tokyo, 105-0022, Japan
4	Established	October 21, 2020
5	Capital	262.5 million yen
6	Business description	Shareholder in companies operating businesses in areas including internet information services, and the management of business activities.
7	Shareholders	Infomart Corporation (50%), Mitsui & Co., Ltd. (50%)

[Mitsui]

1	Company name	Mitsui & Co., Ltd. (TSE1: 8031)
2	Representative	Tatsuo Yasunaga, President and CEO
3	Head office	2-1, Otemachi 1-chome, Chiyoda-ku, Tokyo 100-8631, Japan
4	Established	July 25, 1947
5	Capital	342.1 billion yen (as of September 30, 2020)
6	Business description	Utilizing our global operating locations, network and information resources, we are multilaterally pursuing business that ranges from product sales, worldwide logistics and financing, through to the development of major international infrastructure and other projects in the following fields: Iron & Steel Products, Mineral & Metal Resources, Energy, Infrastructure Projects, Mobility, Chemicals, Food, Food & Retail Management, Healthcare & Service, IT & Communication Business, Corporate Development Business.
7	Number of employees	5,676 (consolidated 45,624) (as of March 31, 2020)
8	Website	https://www.mitsui.com

[Infomart]

1	Company name	Infomart Corporation (TSE1: 2492)
2	Representative	Osamu Nagao, President and CEO
3	Headquarters	13F Shiodome Shibarikyu Building, 1-2-3 Kaigan, Minato-ku, Tokyo, 105-0022, Japan
4	Established	February 13, 1998
5	Capital	3.2 billion 12.51 million yen
6	Business description	Business to Business EC Trade Platform
7	Number of employees	592 (as at December 2020)
8	Website	https://www.infomart.co.jp/

Media contact

Muneo Hirata

Akiko Yanai

Yukiko Kameta,

Public Relations and Investor Relations office,

Administrative Division,

Infomart Corporation

TEL: +81-3-5733-2360 (direct dial)

E-mail: im-pr@infomart.co.jp