

January 5, 2026

To All

Polaris Capital Group Co., Ltd.

Acquisition of Shares of SOFTBRAIN Co., Ltd.

Polaris Private Equity Fund VI, L.P., etc., managed by Polaris Capital Group Co., Ltd. ("Polaris") has entered into an agreement with the funds managed by Ant Capital Partners Co., Ltd. and other existing shareholders to acquire all the outstanding shares of SOFTBRAIN Co., Ltd. ("SOFTBRAIN"). The transaction is scheduled to be completed in late January 2026.

SOFTBRAIN, under the concept of "Bring Science to All Customer Touchpoints", has been a pioneer in CRM^{*1} and SFA^{*2} space since the early stage of the market, supporting the advancement of corporate sales activities and customer relationship management. Anchored by its flagship SaaS-based CRM and SFA platform "e-sales manager," SOFTBRAIN has established a solid customer base, primarily among mid-sized enterprises, leveraging its extensive implementation track record, strong brand recognition, functionality tailored to Japanese business practices and workflows, and comprehensive support structure. In recent years, driven by corporate DX initiatives and labor shortages, demand for greater efficiency and sophistication in sales, customer management, and marketing operations has grown significantly, and steady market growth is expected to continue. While a global IT giant maintains a strong presence in this space, there remains strong demand for domestic vendors that can respond flexibly and practically to Japan-specific requirements. SOFTBRAIN is well positioned to emerge as a leading player in this market.

Polaris, through its extensive investments in the IT and technology sectors, has supported the enhancement of product competitiveness utilizing advanced technologies including AI, as well as the strengthening of organizational and management foundations. Looking ahead, Polaris intends to leverage insights gained from its previous investments and collaborate closely with SOFTBRAIN's management and employees to accelerate the multi-product strategy^{*3}, enhance product functionality including AI integration, deepen connectivity across products, and reinforce sales and development capabilities.

Furthermore, where appropriate, Polaris will also promote collaboration with its portfolio companies and pursue roll-up strategies in adjacent areas to further reinforce business

*1 Customer Relationship Management

*2 Sales Force Automation

*3 A strategy that positions CRM/SFA at its core and covers all customer touchpoint areas, from marketing through after-sales service.

competitiveness. Through these initiatives, Polaris aims to support SOFTBRAIN in evolving into a domestic leader that can stand alongside a global IT giant in the CRM and SFA space, while achieving long-term growth and sustainable enhancement of corporate value creation.

As announced in the press release dated October 20, 2025, titled 'Participation in Ownership Works Japan' Polaris has joined Ownership Works Japan, a non-profit organization that promotes employee ownership programs. In alignment with this initiative, we are considering introduction of an employee ownership program at SOFTBRAIN. By implementing a structure that shares a portion of the value created with each employee, Polaris aims to foster a workplace where individuals find purpose in their work and deliver appropriate returns to companies, investors, and employees.

<Contact for Inquiries>

Polaris Capital Group Co., Ltd.

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Overview of SOFTBRAIN Co., Ltd.

Founded	June 1992
Representative	Hirofumi Toyoda, CEO
Address	11F Nomura Fudosan Ginza Bldg. 6-18-2, Ginza, Chuo-ku, Tokyo, Japan
Business	Development and provision of cloud applications/platforms solutions for integrating, optimizing and enhancing customer touchpoint operations
Website	https://www.softbrain.co.jp/en/

Overview of Polaris Capital Group Co., Ltd.

Founded	September 2004
Representative	Yuji Kimura, President and CEO
Address	GranTokyo North Tower 38F, 1-9-1 Marunouchi, Chiyoda-ku, Tokyo, Japan
Funds	Polaris Private Equity Fund I, L.P. (JPY 29.6 billion) Polaris Private Equity Fund II, L.P. (JPY 31.9 billion) Polaris Private Equity Fund III, L.P., etc. (JPY 52.0 billion) Polaris Private Equity Fund IV, L.P., etc. (JPY 75.0 billion) Polaris Private Equity Fund V, L.P., etc. (JPY 150.0 billion) Polaris Private Equity Fund VI, L.P., etc. (JPY 200.0 billion (Estimated))
Web	https://polaris-cg.com/us/