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Press Release on July 23, 2024

ITbook Holdings Co., LTD.

Tokyo Stock Exchange Growth Market: Ticker code 1447

ITbook Holdings has concluded an agreement for “Regional Revitalization Entrepreneurs” with Kamo City, Niigata Prefecture

Mirai inc. our group company (Head office: Hiroshima City, Hiroshima Prefecture, Representative Director and President: Akira Seno, hereinafter referred to as “Mirai”) has entered into a business agreement with Kamo City of Niigata Prefecture (Mayor: Akemi Fujita, hereinafter referred to as “Kamo City”) utilizing the “Regional Revitalization Entrepreneur” system promoted by the Ministry of Internal Affairs and Communications. In conjunction with this, we would like to inform you that one staff of Mirai has been appointed to Kamo City.

As the Sports Community Development Promotion Director, this staff will be in charge of strategic planning and implementation support for regional development through sports in Kamo City.

Based on the concept of “Let’s do work that creates the future”, Mirai uses sports as a means (entrance) to support for solving local issues across the country through collaboration between health, education, and the economy. We believe that improving the health of everyone in the local community is the basis for various initiatives aimed at expanding the nonresident populations and related populations.



Based on this agreement, Mirai will organize and investigate issues related to urban development through sports in Kamo City and support the creation of a vision while coordinating smoothly with related organizations. Furthermore, we will propose specific business plans and promote various initiatives to realize regional development.

▼ What is a “Regional Revitalization Entrepreneurs”

Regional revitalization entrepreneurs are a corporate human resource dispatch system promoted by the Ministry of Internal Affairs and Communications and initiatives to revitalize the region

by dispatching employees from companies located in the three major metropolitan areas and local governments in regional areas to local governments for a certain period of time (6 months to 3 years) based on agreements and by leveraging the specialized know-how and knowledge of our employees and engaging in work as ready-to-use personnel, we are able to respond to local issues faced by local governments.

Reference URL: Ministry of Internal Affairs and Communications website “Regional Revitalization Entrepreneurs” (https://www.soumu.go.jp/main_sosiki/jichi_gyousei/c-gyousei/bunken_kaikaku/02gyosei08_03100070.html)

■ Press release by Kamo City: <https://www.city.kamo.niigata.jp/docs/290019.html>

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