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Press Release on January 17, 2025

SAAF Holdings Co., Ltd.

Tokyo Stock Exchange Growth Market: Ticker code 1447

SAAF Holdings Group
Certified as the first digital-related company which has registered a location
in Ehime Prefecture

We hereby would like to inform you that our group Mirai inc. (Head office: Hiroshima City, Hiroshima Prefecture, Representative Director and President: Akira Seno, hereinafter referred to as “Mirai”) has been certified as the first location registration company under the new location registration system established by Ehime Prefecture to deepen cooperative relationships with digital-related companies that have expanded into the prefecture and that we participated in the location registration certificate award ceremony held on January 15, 2025.



From left: Ehime Prefecture Governor: Tokihiro Nakamura, President and Representative Director of Mirai inc.: Akira Seno, Ehime Prefecture's image enhancement character: Mican

Ehime Prefecture formulated the “Ehime Prefecture Digital Comprehensive Strategy” in March 2021 and has been working on DX (digital transformation) in various fields of government, daily life, and industry. Furthermore, in order to make this initiative more concrete, in FY2022, we created a “DX Execution Plan” with the aim of producing 10,000 digital human resources who will support DX by FY2030 and through industry-academia-government collaboration, we are working to develop and attract excellent digital human resources, promote DX of industries within the prefecture, and strengthen the attraction of IT companies from outside the prefecture and we have been aiming at revitalizing the local economy through a virtuous cycle by linking these initiatives.

The corporate mission of Mirai is to “co-create new value and continuity in the region and create a more enjoyable and prosperous future for Japan,” and as a partner of local governments and companies, we have been working in areas such as DX and AI/IoT. In order to resolve the various issues faced by our customers, we have supported the creation of systems from strategy and planning to realization and self-propelled operation.

This time, Ehime Prefecture has certified 16 digital-related companies that have established locations within the

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prefecture. Mirai has a satellite office in Saijo City, Ehime Prefecture, which led to this certification. At the ceremony for awarding the location registration certificate, Prefectural Governor Tokihiro Nakamura gave an address, saying, “I want Ehime Prefecture to be a hometown and grow.” In addition, Hisashi Murakami, Director of Ehime Prefecture's Digital Shift Promotion Division made the comment; “As Ehime Prefecture's population declines, young people are moving out of the prefecture, so we hope that companies that have been approved for location registration will continue to stay in Ehime Prefecture.”

Revitalizing the digital industry is an important issue for local governments. Our group will continue to contribute to initiatives such as DX promotion in local governments.

■Ehime Prefecture Digital Shift Promotion Division HP

<https://www.pref.ehime.jp/soshiki/22/>

■Please contact below for any inquiries regarding this release:

Mirai inc. (<https://go-mirai.jp/>)

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