

April 2, 2025

Company name: ITFOR Inc.  
Name of representative: Tsunenori Sato, President and Representative Director  
(Securities code: 4743; TSE Prime Market)  
Inquiries: Katsuo Nakayama, Director and Executive Officer,  
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### **Announcement of Investment in Payke, Inc.**

ITFOR Inc. (Headquarters: Chiyoda-ku, Tokyo, President and Representative Director: Tsunenori Sato) has made an investment in Payke, Inc. (Headquarters: Naha City, Okinawa, CEO: Keisuke Furuta, hereinafter referred to as "Payke"), a startup company developing and operating "Payke," a shopping support app for foreign visitors to Japan. This investment was made through a third-party allotment of new shares, and the transaction was completed on March 31, 2025.

Payke is a company that develops and operates "Payke," a shopping support app for foreign visitors to Japan, which provides multilingual product information by scanning product barcodes with a smartphone. Additionally, they offer "Payke Tablet," a device that enables multilingual customer service at stores, as well as consulting services related to retail and product development. Through this investment, we will support inbound solutions for our customer base, which includes regional financial institutions, regional governments, and regional department stores. Furthermore, we strive to contribute to the realization of our corporate purpose, "regional revitalization," by promoting region-based business initiatives.

Our company group will strengthen our core businesses and accelerate the creation and expansion of new businesses for sustainable growth through collaboration with startup companies that possess cutting-edge technologies, innovative products, and outstanding business ideas.

#### **【Overview of Payke】**

Name: Payke, Inc.  
Headquarters: 2-5-16 Makabi, Naha City, Okinawa, Japan  
Representative: Keisuke Furuta, CEO  
Established: November 26, 2014  
URL: <https://payke.co.jp/>

Note : This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.