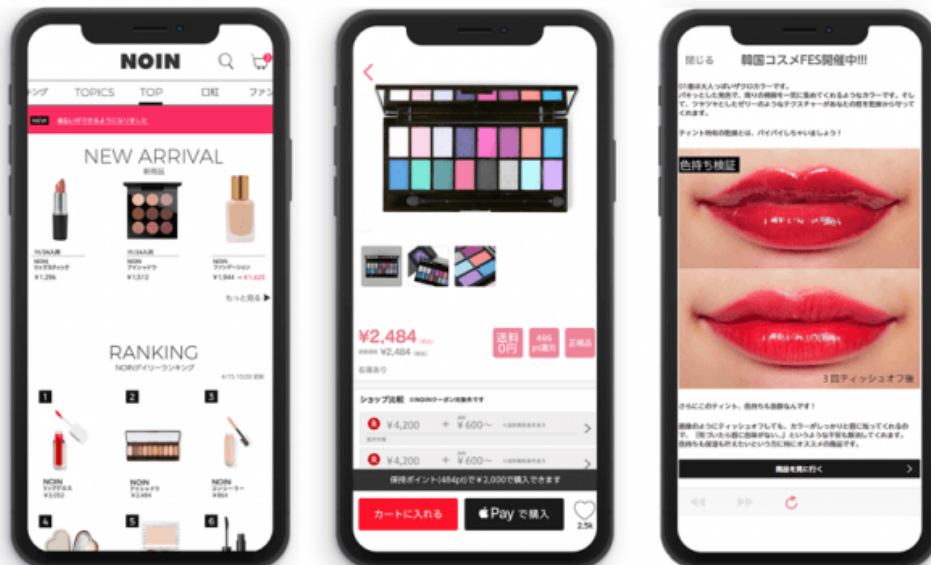


**Marubeni Ventures Announces Investment in noin Inc.,  
an Online Cosmetic Retailer**

Marubeni Ventures Inc. ("MVI") announces investment in noin Inc. ("Noin") (Headquarters: Tokyo, CEO: Ken Watabe), who owns and operates cosmetics e-commerce platform "NOIN" and original web-media "NOIN.tv".

Noin was founded in 2016 and is one of the largest online cosmetic retailers in Japan. They collaborate with a number of beauty brands to collect consumer's online and offline behavioral data in the beauty market through their platform "NOIN" and provide the data solution.

"NOIN" app and website offer a broad line up of beauty products as well as tips and detailed reviews on makeup, hair, and beauty items with their original movies or articles. It enables users to discover the best suit items and is becoming popular among young women in their 20's.



MVI was established as a Corporate Venture Capital Fund firm (CVC) of Marubeni Corporation in June 2019 in order to support and accelerate the resolution of social and customer issues, and also to deliver new value to society with collaboration with selected start-ups (URL : <https://www.marubeni-ventures.com/en/>). Through this investment, MVI will support Noin's further business expansion to create new customer experience and innovation in the beauty industry with merging offline and online.

**noin Inc.**

Headquarters: Tokyo, Japan

URL : <https://noin.tv>

Founder & CEO: Ken Watabe

Shareholder: DG Ventures, STRIVE, 500 Startups Japan etc.