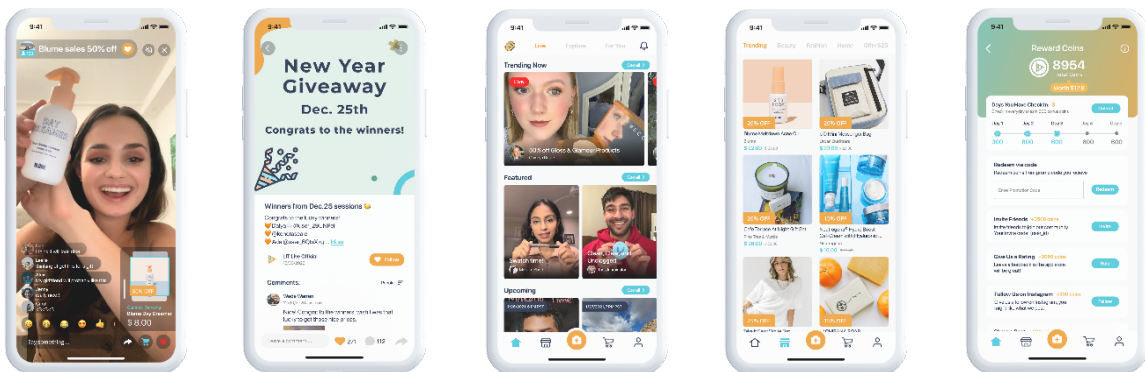**Marubeni Ventures Announces Investment in Shop LIT Live,
a Live eCommerce Platform in the US**

**~ Creating a New Interactive Shopping Platform for Fashion Shoppers
and Content Creators ~**

Marubeni Ventures Inc. ("MVI") announces investment in LIT Live (Headquarters: California, CEO: Toby Zhang), which provides a live ecommerce shopping platform "Shop LIT Live" in the US.

Shop LIT Live was founded in 2020, and provides a new interactive shopping experience, where customers can browse live streams and recorded media to discover new and interesting products. Content is created not only by professional content creators but also customers. Shop LIT Live's platform provides a more immersive shopping experience where customers can ask questions during product demos, and post their own content and reviews, making it easier and more engaging to shop for fashion products and other items.

Shop LIT Live is available via iOS or Android app. The company has so far achieved strong user growth since launching their app in September 2020, and has partnered with many new and unique brands, as well as some established companies who are activly selling their product through live commerce. It has also hosted many special live events, including for black friday and valentines day, and has converted a number of customers in to content creators and product reviewers. It currently is available in the US.

MVI was established as a Corporate Venture Capital 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 Shop LIT Live's further expansion and development.

LIT Live

Headquarters: US, California
URL: https://www.shoplitlive.com/
Founder & CEO: Toby Zhang

Shareholders: CRCM Ventures, Inventures, C2 Capital, Colopl Next, etc.