

NEWS RELEASE

Canon Marketing Japan Inc.

Investment in Sagri, a Provider of Farmland Management Solutions Utilizing Satellite Data and AI Technology, Through Canon Marketing Japan MIRAI Fund

Canon Marketing Japan Inc. (President & Representative Director: Masachika Adachi, “Canon MJ”) announces that it has invested in Sagri Co., Ltd. (Headquarters: Tamba City, Hyogo Prefecture, CEO & Representative Director: Shunsuke Tsuboi, “Sagri”) through Canon Marketing Japan MIRAI Fund, a corporate venture capital fund (“CVC fund”) jointly operated with Global Brain Corporation (President: Yasuhiko Yurimoto). Sagri builds a data platform by utilizing satellite data, AI technology, and automatic farmland parcel recognition technology.



■ Background and purpose of the investment

In January 2024, the Canon MJ Group established the R&B (Research and Business Development) Promotion Center, a specialized organization dedicated to creating new businesses to address social challenges with a forward-thinking approach. The Group is working to push ahead with open innovation on a worldwide scale together with startups, educational institutions and actors in the public sector that share the objectives, aiming to create new businesses. In addition, the Group has established Canon Marketing Japan MIRAI Fund. It is a CVC fund of around 10 billion yen aimed at accelerating open innovation with startups that possess cutting-edge technologies and business ideas.

Sagri is a startup committed to finding solutions for the agricultural sector and climate change on a global scale by building a data platform that integrates satellite data, AI technology, and automatic farmland parcel recognition technology. By combining AI technology with satellite data, Sagri allows users to efficiently monitor abandoned farmland, *1 soil conditions, and crop growth. Its ability to accurately assess farmland conditions gives it an advantage in the management of small farms, which are common in Japan and other Asian countries. Sagri has already partnered with government agencies in Asian countries and is expected to broaden its operations abroad. The ability to easily monitor farmland conditions not only enhances farm management efficiency but also helps increase farmers’ profits by reducing fertilizer use. Sagri also helps farmers obtain carbon credits by analyzing the changes in farmland use with satellite data to support their decarbonization efforts, thereby contributing to the reduction of greenhouse gas emissions.

Canon Marketing Japan MIRAI Fund focuses on two investment areas: Well Being and Business Transformation. This investment aims to realize Regional Regeneration (visualizing and rediscovering regional value and creating region-driven businesses) and Emerging Industries (creating new industries using innovative technologies that solve social issues). By participating in this financing, Canon MJ expects Sagri’s business to make a significant contribution to solving global agricultural and environmental challenges.

Through this investment, the Canon MJ Group aims to create new businesses under the themes of achieving carbon neutrality and enhancing the added value of the primary sector of industry. The Canon MJ Group will also contribute to Sagri’s business growth by combining its customer base and imaging technology with Sagri’s

farmland management solutions. For updates on the Group’s future business development, please visit the R&B website.

*1 As the aging population of farmers and labor shortages intensify, abandoned farmland becomes a social issue, potentially leading to higher disaster risks due to reduced water retention capacity, as well as pest and wildlife damage affecting nearby residents. It also raises the possibility of illegal waste dumping.

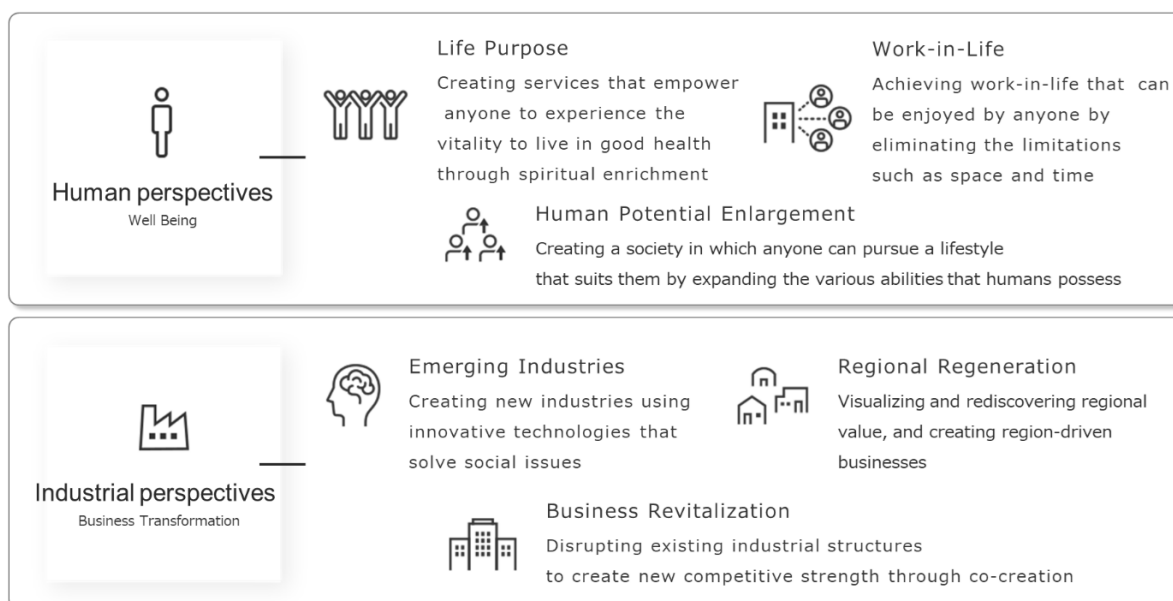
Overview of Sagri

Company name	Sagri Co., Ltd.
Established	June 14, 2018
Location	Tamba-shi, Hyogo, Japan
Representative	Shunsuke Tsuboi, CEO & Representative Director
Description of business	Business creation through satellite data analysis and machine learning
URL	https://sagri.tokyo/en/

Overview of the fund

Registered name	Canon Marketing Japan MIRAI Fund L. P.
Date of incorporation	January 29, 2024
General Partner	Global Brain Corporation
Limited Partner	Canon Marketing Japan Inc.
Fund size	10.0 billion yen (planned)
Fund term	10 years (planned)
Investment targets	Domestic and overseas startups offering businesses and services for realizing well-being and business transformation at all stages of business development
URL	https://canon.jp/corporate/en/rb/mirai-fund

Domains for investment



Website

R&B <https://canon.jp/corporate/en/rb>

Canon Marketing Japan MIRAI Fund <https://canon.jp/corporate/en/rb/mirai-fund>

Inquiries

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For inquiries from the general public <https://forum1.canon.jp/public/application/add/9858> (Inquiry form)