



## Canon Marketing Japan Invests in LacuS, a Developer and Seller of Complete Nutritional Foods for the elderly, through Canon Marketing Japan MIRAI Fund

Canon Marketing Japan Inc. (President: Masachika Adachi, "Canon MJ") has invested in LacuS, Inc. (headquarters: Niigata-shi, Niigata, Representative Director and CEO: Eriku Furutsu, "LacuS"), a company that engages in the development and sale of complete nutritional foods for the elderly, through Canon Marketing Japan MIRAI Fund, a corporate venture capital fund ("CVC fund") jointly operated with Global Brain Corporation (President: Yasuhiko Yurimoto).



### ■ Background

The Canon MJ Group established the R&B (Research and Business Development) Promotion Center in January 2024. It is a specialized organization taking a future-oriented approach as it strives to create new businesses to solve social issues. The Group is working to push ahead with open innovation and new value creation on a worldwide scale together with like-minded startups, educational institutions, and governments. In addition, Canon MJ 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.

LacuS, a start-up, specializes in providing innovative food experiences through a combination of foodtech and caretech. It engages in the development of complete nutritional foods using its original technologies and currently provides Me ICE, a complete nutritional ice cream that meets the complete nutritional food standard\*<sup>1</sup> for elderly people suffering from undernutrition. Nutritional supplements for the elderly are usually provided in the form of drinks or liquid, which may be less satisfying than solid foods because they are less chewy. By creating ice cream-based nutritional foods where risk of aspiration is reduced, LacuS seeks to provide new food experiences, enabling people to enjoy food with a good texture while taking in nutrients. Going forward, it will also work to develop products other than ice creams.

### ■ Purpose of the investment

The Canon Marketing Japan MIRAI Fund focuses on two investment areas: Well Being and Business Transformation. This investment aims to fulfill Life Purpose (creating services that empower anyone to experience the vitality to live in good health through spiritual enrichment) and develop Emerging Industries (creating new industries by using new technologies that solve social issues). The number of elderly people suffering from low nutrition has been growing every year due to a range of factors including the lack of long-term care services and loss of appetite due to illness and aging. Canon MJ has participated in this financing initiative in anticipation of LacuS's business significantly contributing to well being by solving the low nutrition issue that elderly people are facing.

Through this investment, the Canon MJ Group aims to create new value under the concept of maintaining health and enabling people to live prosperous lives through food. By utilizing the Group's marketing abilities and

customer base, the Group will contribute to LacuS' continued business growth. Future business developments will be published on R&B's website.

\*Meets a sufficient level where the base value per Kcal is set at 100% based on the Reference Daily Intakes

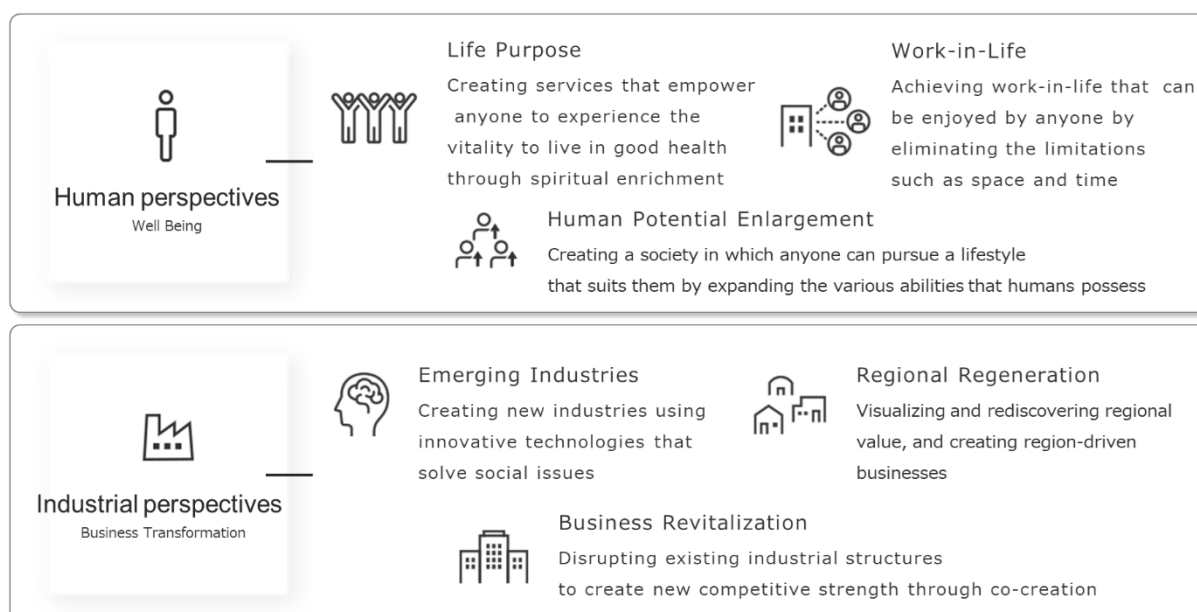
### ■ Overview of LacuS

Company name	LacuS, Inc.
Established	March 2022
Location	3-5 6-chome, Shichikuyama, Chuo-ku, Niigata-shi
Representative	Eriku Furutsu, Representative Director and CEO
Description of business	Development and provision of complete nutritional foods for the elderly
URL	<a href="https://lacus.co.jp/">https://lacus.co.jp/</a> (Available only in Japanese)

### ■ 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	<a href="https://canon.jp/corporate/en/rb/mirai-fund">https://canon.jp/corporate/en/rb/mirai-fund</a>

### ■ Domains for investment



**Website**

R&amp;B

<https://canon.jp/corporate/en/rb>

Canon Marketing Japan MIRAI Fund

<https://canon.jp/corporate/en/rb/mirai-fund>**Inquiries**

For inquiries from the general public

<https://forum1.canon.jp/public/application/add/9858> (Inquiry form)