



August 28, 2025

Canon Marketing Japan Inc.

Canon Marketing Japan Invests in Cierpa & Company Inc., a Company Supporting Enterprises in Increasing Corporate Value through Sustainability and ESG Information Disclosure

Canon Marketing Japan Inc. (President & Representative Director: Masachika Adachi, “Canon MJ”) has invested in Cierpa & Company Inc. (head office: Shinagawa-ku, Tokyo, CEO: Jun Sugimoto, “Cierpa”) through Canon Marketing Japan MIRAI Fund, a corporate venture capital (CVC) fund. Cierpa develops SmartESG, a data platform that supports sustainability and ESG information disclosure. Empathizing with Cierpa’s vision, Canon MJ has decided to implement this investment with an eye on the possibility of co-creation from the perspectives of human capital-oriented management and the promotion of Diversity, Equity & Inclusion (DE&I).



Cierpa addresses common challenges in ESG disclosure, including the complexity of reporting standards and unclear disclosure requirements. Their SmartESG platform centralizes relevant information, standardizes workflows, and enables advanced data analysis. Since its launch in November 2022, SmartESG has been adopted by more than 70 companies, primarily large corporations, helping streamline ESG-related operations and prepare for upcoming regulatory changes.

The Canon MJ Group explores the cutting-edge technologies and business ideas and pushes ahead with open innovation and new value creation, aiming to solve social issues by taking a future-oriented approach.

Canon Marketing Japan MIRAI Fund considers well-being as one of its investment areas. Within the related domain of 'fairness,' the fund aims to co-create fair and sustainable competitive advantage based on human capital-oriented management and the principles of DE&I.

Through this investment, Canon MJ aims to establish a comprehensive framework that enables end-to-end solution, from the collection to the reporting of non-financial information, by combining its own assets, including document digitization technologies and document management consulting, with Cierpa’s capabilities in structuring and analyzing sustainability-related documents. Moreover, co-creation in the area of disclosure and management of sustainability and ESG information will be promoted with the aim of developing high value-added services that integrate business process outsourcing (BPO) and advanced technologies. The collaboration of the two companies will further enhance the productivity and quality of Cierpa’s services, accelerate adoption by a broader range of companies, and support the widespread implementation of sustainability-driven management.

Canon MJ will promote a comprehensive approach emphasizing human capital focused approach centered on its collaboration with Cierpa, and will aim to improve companies’ non-financial value through respect for individuals and the provision of fair opportunities. Moving forward, Canon MJ will further accelerate new business development in the DE&I area and advance initiatives that contribute to sustainable corporate growth.

■ Overview of Cierpa & Company, Inc.:

Company name	Cierpa & Company, Inc.
Established	September 2019
Location	Tokyo Neon Building 2F, 6-4-22 Minamioi, Shinagawa-ku, Tokyo
Representative	Jun Sugimoto, CEO
Description of business	Development and provision of SmartESG, a cloud service supporting disclosure of sustainability and ESG information, the operation of ESG Journal Japan, media specializing in ESG and sustainability, and the provision of ESG Advisory, a consulting service
URL	https://cierpa.co.jp/