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MIXI, Inc.
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MIXI To Begin Investment Activities of 50 Million USD (Around 7.5 Billion JPY) Into Startup Companies in India

MIXI, Inc. has decided to begin investment activities of 50 million USD (around 7.5 billion JPY) through its investment subsidiary into startup companies developing 2C (to-consumer) services, mainly in the entertainment industry in India.

Investment Background and Goals

India is a populous country with approximately 1.4 billion people, and its working-age population (15-64 years old) is expected to continue growing until nearly 2050.¹ Along with population growth, the number of smartphone users is also increasing rapidly, with around 50% of the population owning a smartphone.² Due to this rising number of smartphone owners, the digital entertainment market centered around smartphones is also growing rapidly, and the mobile game market is projected to be valued at 1 trillion JPY by FY2027.³

From FY2019-FY2022, we made investments totaling around 70 billion yen with the aim of developing new pillars of business and creating synergies with our existing businesses. We invested extensively in growing businesses and services that fit our company's purpose, creating numerous synergies and contributing to the expansion of our businesses.

We plan to use 30 to 50 billion yen on M&A and capital and business alliances in the three years from FY2023 to FY2025. We're focusing investments on overseas markets, including emerging markets, and are aiming to create global businesses and strengthen global synergies. Under this plan, we will invest in the rapidly-growing market of India and leverage our assets and expertise in our 2C services in the Digital Entertainment area to create synergies with portfolio companies.

The Company will continue promoting overseas investment while aiming for global business growth and the creation of global synergies.

1. Institute for International Monetary Affairs — [India's Growth Potential From a Demographic Perspective](#) (Japanese only)
2. Japan External Trade Organization — [Market Research on India's Content Industry](#) (Japanese only)
3. Lumikai — [State of India Gaming FY 2021-2022](#)

About the Investment Subsidiary

Name	MIXI Global Investments, Inc. (tentative) (Wholly-owned subsidiary of MIXI, Inc.)
Address	Shibuya Scramble Square, 2-24-12 Shibuya, Shibuya-ku, Tokyo, 150-6136, Japan
Representative	Representative Director Gohshi Araki
Investment Target	Startups developing 2C services mainly in the entertainment industry of India
Total Investment	50 million USD (around 7.5 billion JPY)*

*Calculated at 1 USD = 150 JPY