



August 29, 2023  
Cool Japan Fund Inc.

## **Cool Japan Fund has sold its shares in Laugh & Peace\_Mother**

Cool Japan Fund Inc. (CJF) announces that it has now sold all of its shares in Laugh & Peace\_Mother K.K. (“L&PM”) to L&PM.

CJF with Yoshimoto Kogyo Co., Ltd. (currently Yoshimoto Kogyo Holdings Co., Ltd., hereinafter referred to as “Yoshimoto Kogyo”) and Nippon Telegraph and Telephone Corporation (“NTT”) launched Laugh & Peace\_Mother, a made-in-Japan platform business for distribution of educational content based on the concept “play and learn” both inside and outside Japan, in April 2019.

After CJF's investment, L&PM began to develop its educational services for the domestic market and commenced marketing activities for overseas expansion. However, L&PM has decided to focus on its domestic business, thus CJF has decided, after discussions with Yoshimoto Kogyo and NTT, its co-investors, to sell all of its shares in order to enable the business to advance with agility.

### **About L&PM**

Trade name: Laugh & Peace\_Mother K.K.  
Headquarters: Tokyo and Okinawa  
Representative: Yasushi Hiraiwa  
Business: Production and distribution of educational and other content/applications based on the concept “play and learn,” operation of attraction-type facilities, etc.  
Established: April 2019

Reference) CJF announced its investment in L&PM on April 21, 2019.

[https://www.cj-fund.co.jp/en/files/press\\_190421-en.pdf](https://www.cj-fund.co.jp/en/files/press_190421-en.pdf)

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