



Industrial Growth Platform, Inc.

Investment in Chinese entertainment event planning company, Beijing CHIC-Pia International Culture Development Co., Ltd.

Tokyo, December 5, 2014 – Industrial Growth Platform Inc. (IGPI), announced its investment in Beijing CHIC International Performance Co., Ltd. which develops and operates an entertainment event planning business mainly in Beijing, China. This was a joint investment with PIA Corporation and Seven & i Net Media Co., Ltd. The company's official name will be changed to Beijing CHIC-Pia International Culture Development Co., Ltd. (CHIC-Pia).

Beijing CHIC International Performance co., Ltd. has been in the entertainment event planning industry in China since 2000 as part of the CHIC group, which provides various services such as entertainment event planning, modelling agency services, and art auction services. The investment from the three Japanese companies has now enabled the establishment of the CHIC-Pia joint venture company. Furthermore, this is the first time that a company with Japanese investment has been granted permission to operate in the Chinese entertainment industry.

By leveraging its newly acquired capital, and the know-how and network of the participating companies, CHIC-Pia hopes to expand its business in the rapidly growing Chinese live entertainment market, as well as contributing to the development of a new Japan-China cultural industry.

IGPI supported the entire deal process starting from the initial consideration stage, through to the planning and negotiation stages, and then finally to the establishment of the joint venture company. IGPI will continue to provide comprehensive management advice to boost the growth and expansion of CHIC-Pia as well as continuing to provide management support to Japanese businesses in China.

Details of Beijing CHIC-Pia International Culture Development Co., Ltd.

Core business: Entertainment planning, production, and performance in China;
invitation of foreign entertainers to perform in China.

Date established: November 15, 2014

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About Industrial Growth Platform, Inc. (IGPI)

Industrial Growth Platform Inc. (IGPI) is a professional management consultancy founded in Tokyo in 2007 that leverages strong partnership and collaboration with clients to enhance their long-term and sustainable corporate and business value. IGPI is a privately owned company with core staff of over 150 professionals with offices in Tokyo, Shanghai and Singapore. Its management team is headed by CEO Kazuhiko Toyama.