

October 28, 2022
Cool Japan Fund
(Cool Japan Fund Inc.)

Cool Japan Fund invests in DAIZ Inc., a Food-Tech Startup Company, globally supplying chip for Plant-Based Meat derived from Germinated Soybeans

Cool Japan Fund (CJF) has decided to invest 2 billion yen (approx. 14.8 million USD | 1 USD = 135 JPY) into DAIZ Inc. (DAIZ), which develops and produces MIRACLE MEAT, a plant-based meat chip derived from germinated soybeans.

Background of this investment

The global population is estimated to surge to 8.5 billion by 2030 with major increases primarily in Africa and Asia, subsequently causing a protein crisis due to meat shortages. It is also said that 14.5% of greenhouse gases stem from the livestock industry. Thus, to facilitate sustainable dietary lifestyles, it is essential to achieve widespread adoption of alternative protein sources as a substitute for meat.

Purpose of this investment

Through this investment and DAIZ's MIRACLE MEAT, CJF will support the creation and expansion of Japan's food-tech solutions to such a protein crisis and hopes that DAIZ will expand its overseas businesses with leading Japanese food manufacturers who also take into consideration the global environment's preservation from the perspective of the SDGs.

As a Japanese governmental fund specialized in globally promoting excellence of Japanese products and services, CJF will comprehensively assist DAIZ's overseas business by exploiting its worldwide network, human resources, and past 8 years' value-up support experience to its portfolio companies.

Overview of DAIZ and its business

DAIZ was founded in 2015 by a serial entrepreneur Mr. Ide. DAIZ has developed MIRACLE MEAT, a soybean-derived plant meat chip, by utilizing the Ochiai Germination Method invented by Mr. Ochiai, Chief Technology Officer of DAIZ, as its core proprietary technique to reproduce the flavor and texture of meat from germinated soybeans. The unique method stimulates the

metabolism of soybeans by applying various stress factors, causing the soybeans to germinate in a state that is more suitable for use in plant-derived meat than general soybeans. MIRACLE MEAT produced by the method excels other protein-based meat's ingredients in terms of taste, aroma and flavor, and has already boasted a track record of its adoption by more than 50 companies including major hamburger chains, supermarkets, and restaurants.

Regarding overseas business of DAIZ, the Kumamoto-based company established its subsidiary in Boston, USA in May 2021, and has already embarked on breaking into overseas markets in partnership with Japanese food manufacturers.

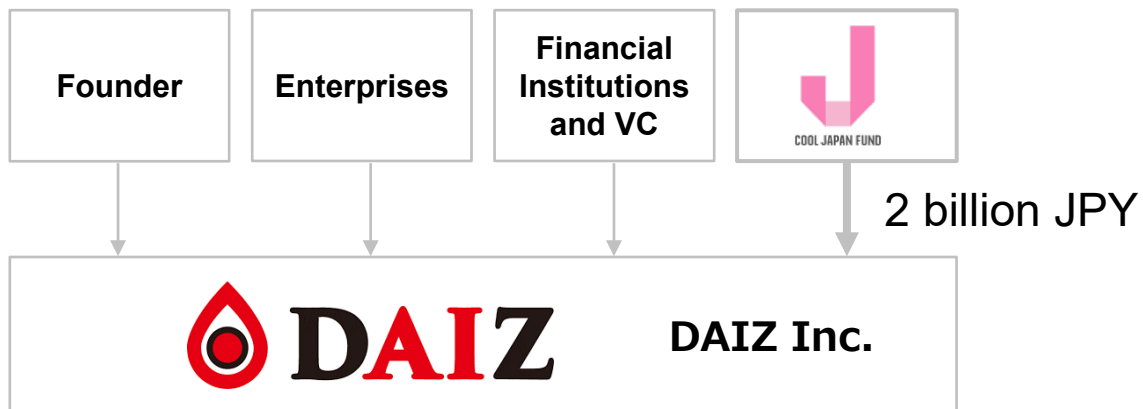
About DAIZ Inc.

Founded : December 2015
Head office : Kumamoto, Japan
Representative : Tsuyoshi Ide (Founder), President and Representative Director
Details of business : Development, manufacturing, and sales of plant-based meat
Website : <https://www.daiz.inc/en/>

Inquiries about this document:
Cool Japan Fund (PR Representatives: Hashimoto/Tachibana)
Tel: +81(0)3-6406-7500

Cool Japan Fund invests in DAIZ inc. a Food-Tech Startup (Reference) Company, globally supplying chip for Plant-Based Meat derived from Germinated Soybeans

Project Scheme



Purpose of CJF's investment

- Creation and expansion of Japan's food-tech solutions to the protein crisis, expected to occur from the global population increase
- Comprehensive support to expanding DAIZ's global business

Characteristics MIRACLE MEAT of DAIZ

MIRACLE MEAT is produced by a unique germination technology, "Ochiai Germination Method", which enables DAIZ to not only replicate meat-like taste but also create excellent health characteristics such as low fat and calorie, and high protein content

