

# HARIZURY

PRESS RELEASE  
12 November, 2020

## **Announcing investments from HARIZURY CO. LTD., and its commitment to fund craftsmanship and cutting edge technology**

HARIZURY CO. LTD., which is the parent company of Tsuchiya Kaban (located in Adachi-ku Tokyo with Masanori Tsuchiya as its President & Representative Director), has started investing in startups both in Japan and abroad.

We invest in domestic and global companies that have extraordinary craftsmanship, D2C (direct-to-consumer) companies that plan, create, and sell their products directly to consumers, and business and retail software companies that are at the forefront of the industry today. We support these startups in brand management while incorporating the latest business ideas, technology, and strategies to ensure growth for both ourselves and our portfolio companies.

Below are some of the companies we have invested in. We do not publicly disclose the timing and amount of investment.

Company Name	Service Name	Country	Business
Haus Beverage, Inc.	Haus	United States	Sells and manufactures direct to consumer aperitif brand "Haus"
			<a href="https://drink.haus/">https://drink.haus/</a>
Atoms, Inc.	Atoms	United States	Makers of direct to consumer sneaker brand "Atoms"
			<a href="https://atoms.com/">https://atoms.com/</a>
Bokksu Inc.	Bokksu	United States	Operates eCommerce platform "Bokksu" that sells Japanese snacks globally
			<a href="https://www.bokksu.com/">https://www.bokksu.com/</a>
SwayPay, Inc.	SwayPay	United States	Develops and manages the payment system "SwayPay"
			<a href="https://www.swaypay.io/">https://www.swaypay.io/</a>
βace, Inc.	Minimal	Japan	Makers of bean-to-bar chocolate brand "Minimal"
			<a href="https://mini-mal.tokyo/">https://mini-mal.tokyo/</a>
FOOLS Inc.	grounds	Japan	Sells and manufactures sneaker brand "grounds"
			<a href="https://grounds-fw.com/">https://grounds-fw.com/</a>
QUEUE, Inc.	Brilliance+	Japan	Operates direct to consumer bridal jewelry brand "Brilliance+"
			<a href="https://www.brilliance.co.jp/">https://www.brilliance.co.jp/</a>
Wondershake Inc.	LOCARI	Japan	Manages women's media service "LOCARI" while running eCommerce operations
			<a href="https://wondershake.com/">https://wondershake.com/</a>
FRACTA Inc.	FRACTA	Japan	Provides business development consulting to brands and retailers
			<a href="https://fracta.co.jp/">https://fracta.co.jp/</a>

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## Company Profile

Company Name	HARIZURY CO., LTD.
Established	November 1983
Headquarters	4FI, 3-3-6, Nihonbashi Hon-cho, Chuo-ku, Tokyo, 103-0023, Japan
Representative	President & Representative Director Masanori Tsuchiya
Capital Stock	10,000,000 Yen
Business	Business management and consulting for group companies
Primary group companies	Tsuchiya Kaban CO., LTD.
	DREAM FIELDS INC.
	MUROMACHI GLASS ART CO., LTD
	ANDROSOPHY, INC.

## Press Contacts

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