

December 23, 2024

Notice regarding Completion of Investment to WizWe, Corp.

Ono Digital health Investment, GK. (a wholly-owned subsidiary of Ono Pharmaceutical Co., Ltd., "ODHI") today announced that it has completed the investment to WizWe, Corp. (Minato-ku, Tokyo; CEO: Kohei MORITANI; "WizWe")

WizWe is a startup company that aims to "guide 10 billion people to their desired selves with a habit-forming platform," and provides the value of habit-forming through its proprietary habit-forming platform, 'Smart Habit.'

'Smart Habit' is a behavior continuation platform designed to eliminate the phenomenon of giving up after a few days, based on habit formation theories derived from the behavioral data of 40,000 individuals by experts in social psychology and behavioral economics. By building rapport (a close relationship of trust) through conversations between habit formation supporters and users, the platform thoroughly removes factors that lead to dropout and promotes the continuation of behaviors.

In an era of super-aging society where people are expected to live up to 100 years, WizWe aims to contribute to improving people's health and well-being by actively working to extend healthy life expectancy and solve issues in the healthcare field.

ODHI was established in March 2022 as a corporate venture capital (CVC) that invests in venture companies in the field of healthcare, other than the ethical pharmaceutical drug-related field. ODHI is committed to extending healthy life expectancy and realizing a sustainable society through the investment in, and collaboration with promising venture companies both in Japan and overseas.

WizWe, Corp.

Company name: WizWe, Corp.
Address: Sumitomo Realty & Development Toranomon Tower 5F, 2-2-1 Toranomon, Minato-ku, Tokyo
CEO: Kohei MORITANI
Established: May 1, 2018
Business Overview: 1. Smart Habit Business
2. Education, Healthcare, and other Habit-Forming Businesses
3. Subscription Retention and LTV Maximization Business
URL : <https://wizwe.co.jp/>

Ono Digital health Investment, GK

Company Name: Ono Digital health Investment, GK
Address: 9-11, Nihonbashi-Honcho 4-chome, Chuo-ku, Tokyo
Representative: Masaki ITOH, Operating Officer/President
Establishment: March 8, 2022
Business Overview: Investment in ventures in the healthcare field other than pharmaceuticals



ONO DIGITAL HEALTH INVESTMENT, GK.

Capital: 10 million yen

Investment size: 5 billion yen (Including the amount of investment before establishment)

URL: <https://www.onodigitalhealth.com/en/>

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