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Press Release on May 10, 2024  
ITbook Holdings Co., LTD.  
Tokyo Stock Exchange Growth Market: Ticker code 14474

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## ITbook Holdings Group

### Collaboration agreement concluded with Abira Town, etc. regarding “Abira Smart Work Promotion Project”

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We hereby would like to inform you that Mirai Inc. our group company (Headquarters: Hiroshima City, Hiroshima Prefecture, President and CEO: Akira Senoo) concluded a collaboration agreement “Abira Smart Work Promotion Project” (hereinafter referred to as the “Project”) on May 7, 2024 with seven organizations and companies including Abira Town, Yufutsu District, Hokkaido (Yufutsu Gun Abiracho, Mayor: Shuichiro Oikawa, hereinafter referred to as “Abira Town”).

#### 1. Background and Purpose

Abira Town is taking measures to deal with the population decline by developing a town centered on "childcare and education" that will lead to immigration and permanent residence, through creating an environment that makes not only parents but also people who will get married and become parents think “raise children in Abira Town” and children “feel glad to be born in this town” by enriching and making the "childcare and education" environment more attractive.

#### 2. Outline of this agreement

- (1) Conclusion date of agreement: May 7, 2024
- (2) Purpose: To promote activities through mutual cooperation and collaboration, and aim to realize regional revitalization through public-private collaboration.
- (3) Companies/organizations participating in this agreement
  - Abira Town (Mayor: Shuichiro Oikawa)
  - Mirai Inc. (Head office: Hiroshima Prefecture, Representative Director & President: Akira Senoo)
  - Abira Town Chamber of Commerce and Industry (Chairman: Masamichi Kobayashi)
  - Awae Co., Ltd. (Head office: Tokushima Prefecture, Representative Director: Motoharu Yoshida)
  - DENTSU HOKKAIDO INC. (Head office: Hokkaido, Representative Director & President  
and Executive Officer: Taira Kimura)
  - FoundingBase Co., Ltd. (Headquarters: Tokyo, Representative Director: Kenji Yamamoto)
  - WHITE Inc. (Head office: Kanagawa Prefecture, Representative: Takashi Yokoyama)
  - LIFULL Co., Ltd. (Head office: Tokyo, Representative Director & President and CEO: Yuji Ito)
- (4) Cooperation matters under this agreement
  - ① Matters related to the development of smart work industry
  - ② Matters related to attracting companies and promoting business attraction

【Inquiries regarding this press release】

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- ③ Matters related to city promotion and creator development
- ④ Matters related to branding promotion
- ⑤ Other matters that contribute to achieving the goals set forth in the preceding articles



From the left when facing the photo

LIFULL Co., Ltd. LIFULL FaM Business CEO Mai Akiba,  
WHITE Inc. DX Human Resources Development Division Representative Director Takashi Yokoyama,  
DENTSU HOKKAIDO INC. Representative Director & President and Executive Officer, Taira Kimura,  
Abira Town Chamber of Commerce and Industry, Chairman, Masamichi Kobayashi,  
Abira Town, Mayor, Shuichiro Oikawa,  
Awae Co., Ltd., Manager, Regional Revitalization Promotion Department, Tatsuzo Katsuki,  
FoundingBase Co., Ltd. Representative Director/CVO, Kenji Yamamoto  
Mirai Inc. Consulting Division, Senior Director, Toru Yoshida

■ Official HP of Abira Town, Hokkaido

<https://www.town.abira.lg.jp>

NEWS RELEASE regarding this agreement is posted on HP.

Please also take a look at it together with comments from representatives of each organization and company that participated in the signing ceremony and detailed explanations of each project in cooperation matters posted on HP.

■ Inquiries regarding this press release

Mirai Inc. (<https://go-mirai.jp/>)

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