



YANMAR

Information

July 9, 2024
Yanmar Ventures Co., Ltd.

Event report: "African Market Megatrends Fin Tech/B2C Sector Event"

Yanmar Ventures Co., Ltd. (HQ: Osaka, Japan; CEO/Managing Partner: Nobuyuki Oda), in collaboration with Novastar Ventures (HQ: UK; Co-founder and Managing Partner: Steve Beck and Andrew Carruthers; hereinafter referred to as "Novastar Ventures"), the oldest and largest venture capital in Africa, held the "African Market Megatrends Fin Tech/B2C Sector Event" at YANMAR TOKYO on July 9, 2024.

Fintech and B2C, as the closest sectors to the African mass market, were explained in depth at this event. As Yanmar Ventures, investing in startups, we co-hosted this event as part of our support activities following the previous event we held on March 25, 2024.

The event was attended by over 30 people from a variety of industries, including financial institutions and general trading companies, and presented by Mr. Brian Waswani, Partner and Mr. Riki Yamauchi, Director of Novastar Ventures. Networking was also held prior and after the event to promote interaction among the participants.

We have started from our presentation with an overview of the Yanmar Group and YANMAR TOKYO. The event was held in YANMAR TOKYO's new conference room and was very well received.

We will continue to work on finding solutions to social issues involving various players in Japan and abroad, supporting startups, and technological innovation through collaboration with the Yanmar Group.



<Right and Left: Presentation of Yanmar Group and HANASAKA
by Haruhiko Noda, Senior Capitalist, Yanmar Ventures Co., Ltd.>



<Above: Mr Brian Waswani and Mr Riki Yamauchi from Novastar Ventures; at the presentation on the day of the event>



<Above: Group photo with the participants at the end of the event>

■ Overview of Novastar Ventures

Company name: Novastar Ventures

Co-founder and Managing Partner: Steve Beck and Andrew Carruthers

Company profile: One of Africa's first and largest venture capital supporting market and sector transforming businesses since its inception in 2014.

URL: <https://www.novastarventures.com>

<Note>

Information contained in the news release is valid at the time of publication and may differ from the most recently available information.
