

October 11, 2018

Ambition Makes Capital Participation in M.I.T Holdings

Name	Ambition Corporation (Securities Code: 3300)
Overview	Ambition made a capital participation in M.I.T Holdings Co., Ltd. providing various beauty-related services.
About M.I.T Holdings	M.I.T Holdings develops various beauty salons. Including directly-managed stores selling beauty commodities, it operates a total of over 70 stores and develops a strong foundation centering on Kanagawa Prefecture. M.I.T Holdings features realization of store development that is not confined to a certain business grouping in a shop-in-shop format, multiple store development in shopping centers as well as development of services and commodities with anti-aging care as a differentiator. Based on such strengths, it strives to further enhance beauty operations to eliminate the loss of opportunities due to a shortage of hairstylists.
Solution	Ambition plans to introduce various candidate properties for opening new stores to M.I.T Holdings. In addition, it will provide information to women having interest in beauty that live in Ambition's properties in an aim to increase customer satisfaction. By having M.I.T Holdings introduce Ambition's properties to its users, Ambition considers it can gain synergy effects by mutually introducing customers.
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