



July 18, 2024
Cool Japan Fund Inc.

Cool Japan Fund invests in Grover, a Leading Tech Subscription Platform for Circular Economy in Europe Driving the Development of Overseas Demand for Japanese Products

Cool Japan Fund, Inc. (CJF) has decided to invest 10 million EUR in Grover Group GmbH (Grover), a German subscription service provider of consumer electronics products and other products in Europe.

This investment will contribute to the development of overseas demand for Japanese products in Europe—where the transition to the circular economy is progressing at an accelerated pace—by communicating the appeal of Japan's internationally competitive and superior consumer electronic products through subscription services, and further increasing awareness and usage of these products.

Grover is the global leader in technology rentals, enabling people and empowering businesses to subscribe to tech products monthly instead of buying them. Founded in 2015, Grover's mission is to make technology more accessible and affordable.

With Grover and Grover Business, subscribers and companies get access to a wide range of tech products, including smartphones, laptops, virtual reality (VR) gear, wearables, and smart home appliances on a flexible, monthly rental basis.

Rentals are available in Germany, Austria, the Netherlands and Spain at GROVER.COM, as well as in Germany through Grover's online and offline partner network, including Europe's leading electronics retail group, MediaMarktSaturn. Grover is a pioneer in the circular economy: Its business model of renting out and refurbishing tech products contributes to devices being used more frequently and for a longer period.

The circular economy is growing increasingly popular in Europe, and Grover is pioneering the shift from owning electronic devices to sharing them, while also making a significant contribution to the creation of a sustainable society.

Grover's product offerings include Japanese products, and CJF's support is expected to help further increase demand for them, by expanding distribution and strengthening marketing of Japanese products to overseas consumers.

About Grover Group GmbH

Founded : 2015

Head office : Germany

CEO (interim) : Linda Rubin

Details of business: Subscription-based business for consumer electronics

Website : <https://www.grover.com/>

Inquiries about this document:
Cool Japan Fund (PR Representatives: Hashimoto/Iwata)
Tel: +81(0)3-6406-7500