

Sunrise Capital V acquires Social Databank Group

Tokyo, Tuesday, 3 February 2026: Sunrise Capital KK is pleased to announce Sunrise Capital V (“Sunrise V”) has today acquired a majority stake in Social Databank, Inc. (“Social Databank”), Maneql Co., Ltd. (“Maneq”) and Arrow Link, Inc. (“Arrow Link”), collectively the “Social Databank Group” or “Group”, a group of companies focusing on online marketing apps.

Sunrise V, is a fund that invests in established, mid-cap companies with strong growth potential in Japan. The Social Data Bank Group manages various brands, including "Liny" and "L-Step", which are tools supporting customer communication through LINE official accounts, as well as "SaiMane next>>" which specializes in recruitment management for companies.

The Group has established a comprehensive system as an industry pioneer, encompassing features from product planning and development to operational support. The Social Databank Group supports solving challenges and realizing the vision of a wide range of clients, including not only enterprise sectors, but also individual businesses and public sectors.

Sunrise Capital greatly values Social Data Bank Group's ability to contribute to value creation for businesses through digital marketing, where needs are expected to grow even further. This is achieved via the company's provision and support for products leveraging its exceptional development capabilities and marketing expertise.

Following the transaction, Sunrise V aims to jointly pursue growth initiatives with the Group management as well as employees through enhancing management infrastructure.

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About Social Databank

Develops, manages and distributes the tool "Liny," which supports the distribution, operation, and management of LINE official accounts. Additionally, Social Databank is responsible for the development and operating infrastructure of the group companies.

About Maneql

Provides marketing support through the planning and distribution of "L-Step". Maneql also provides educational support towards entrepreneurship and establishment of small businesses (Open Innovation University).

About Arrow Link

Provides recruitment consulting services as well as manages "Sa-Mane next>>" which specializes in recruiting services built on the "Liny" app. In addition, they develop and manage package services for the deployment of "Liny" in public sectors.

【Representative services】

For more information about each company, visit

Social Databank: <https://social-db.co.jp/>

Maneql: <https://maneql.co.jp/>

Arrow Link: <https://www.arrowlink.co.jp/>

About Sunrise Capital

Sunrise Capital, a Japan-dedicated private equity strategy, capitalizes on opportunities in the mid-cap buyout sector. Sunrise Capital has developed a unique body-on approach, which includes seconding professionals to assist portfolio companies in realizing their growth potential and supporting their overseas expansion. Sunrise Capital has raised approximately US\$2 billion to date and completed investments in approximately 50 companies including both standalone and follow-on investments since its establishment in 2006.



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For more information about Sunrise Capital visit

<https://www.sunrisecapital.co.jp/>

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