



## MOON-X Inc.

### Company Description

MOON-X Inc., established in August 2019, operates under the mission of being a "launchpad for brands and people." The company aims to contribute to the lives of consumers worldwide by combining Japan's excellent manufacturing capabilities with technology.

The company's business is centered on two main pillars: the "Brand Business" and the "Consulting Business."

In the **Brand Business**, MOON-X employs a unique "co-creative M&A" model to acquire and nurture brands with high potential. By sharing its expertise in data-driven customer experience (CX) enhancement, supply chain management (SCM), creative production, technology, and multi-channel strategies (from e-commerce to offline retail) across its group brands, MOON-X maximizes the value of each brand. The current brand portfolio is diverse, including "kerata" for baby and maternity products, "Kobashi Sabo" for health tea, "Nekoichi" for cat products, and "CELLNIS" for skincare.

In the **Consulting Business**, a team of professionals with extensive experience at global companies such as P&G, Rakuten, and Google leverages their expertise to support the growth of client brands. They provide comprehensive solutions to various brand challenges, including business strategy formulation, creative production, and the design and improvement of customer relationship management (CRM) systems, working alongside their clients to achieve success.

MOON-X cherishes its core values, such as "We Are Family (helping each other like family)," "GOOD VIBES (approaching work with positivity)," and "WOW Experience! (exceeding expectations to create感動)." All members share these values and continue to take on new challenges every day.

### Company Details

#### Head Office

Japan

#### Main Business

MOON-Xは「ブランドと人の発射台」をミッションに掲げ、テクノロジーを活用してブランドを成長させる事業を展開しています。主な事業は以下の2つです。 1.ブランド事業:共創型M&Aを通じてグループに加わったブランドの育成を行っています。MOON-Xの持つデータを活用した顧客体験の向上、サプライチェーンマネジメント、クリエイティブ制作、テクノロジー開発、チャネル戦略などのノウハウを各ブランドで共有し、成長を加速させています。 2.コンサルティング事業:多様なキャリアを持つ専門家集団が、事業戦略の策定、クリエイティブ制作、CRM設計・改善など、ブランドの成長を支援するコンサルティングサービスを提供しています。

#### President

長谷川 晋

#### Established

2019年8月1日

#### Capital

1億円

#### Number of Employees

101 - 500

#### URL

<https://www.moon-x.com/>

### Offices

#### Main Office

Keikyu Building No. 1, 13th Floor  
4-10-18 Takanawa, Minato-ku  
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