



Press Release

June 6, 2019
JBIC IG Partners

JB Nordic Fund invests in Flexound, the Augmented Audio Company

JB Nordic Fund I SCSp (JB Nordic Fund), advised by Finland-based JB Nordic Ventures, a joint venture between JBIC IG Partners and AS BaltCap, has made an investment in Flexound Systems Oy (Flexound), the Augmented Audio Company in Finland.

The company provides FLEXOUND Augmented Audio™ that adds the sense of touch to audio-visual listening experience — be it music, games, television, streaming or movies. Its proprietary technologies combine high-quality audio with physical sound wave vibration, creating a globally unique immersive experience. FLEXOUND attracts international businesses customers, especially from the automotive, aviation, and cinema industries. On 15th February 2019, it opened its first commercial movie theatre in Finland and further announcements are soon to come.

JB Nordic Fund, sized over 100 million euros, was launched in January 2019 and is backed by Japanese blue-chip companies, Honda, Omron, and Panasonic, as well as the Japan Bank for International Cooperation. The Fund aims to support scale-up goals in the Nordic and Baltic region through supporting the region's startups expand into and develop business opportunities in Japan.

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JBIC IG Partners (<http://www.jbicig.com/en/>)

On June 30, 2017, JBIC IG Partners was established by Japan Bank for International Cooperation (JBIC) and Industrial Growth Platform, Inc. (IGPI) with the aim of creating long-term and sustainable value for investors and industries through the development of global business opportunities and a disciplined investment approach.