

August 29, 2022

New Horizon Capital Co., Ltd.

Announcement Concerning Capital Alliance of Leadplus Co., Ltd.

New Horizon Capital Co., Ltd. (Head Office: Minato-ku, Tokyo; Chairman: Yasushi Ando; hereinafter NHC), a leading independent private-equity fund, announced that NHC's third fund (hereinafter NH-3) has transferred a portion of the shares of Leadplus Co., Ltd. (Head Office: Setagaya-ku, Tokyo; President: Jiro Kobayashi, Vice President: Yutaka Hori; hereinafter Leadplus) to the following five entities as part of Leadplus's capital alliance.

- Advertising Nagata Co., Ltd. (Head Office: Tsushima-shi, Aichi Prefecture; President: Ichiro Nagata)
- HCS Holdings Co., Ltd. (Head Office: Koto-ku, Tokyo; President & CEO: Toshihiko Kato)
- Kyodo Public Relations Co., Ltd. (Head Office: Chuo-ku, Tokyo; President: Tetsuya Tani)
- Mitsubishi UFJ Capital No. 8 Investment Limited Partnership (general partner: Mitsubishi UFJ Capital Co., Ltd.; Head Office: Chuo-ku, Tokyo; President: Shinsuke Sakamoto)
- Shigin Regional Vitalization Investment Limited Partnership (general partner: Shigin Regional Economic Research Institute Inc.; Head Office: Kochi-shi, Kochi Prefecture; Representative Director: Shigekata Arimitsu)

Leadplus provides a comprehensive range of services in the digital marketing domain, both upstream and downstream (strategy planning, proposal and execution, digitalization through marketing automation, data analysis, and advertising). Leadplus also uses proprietary technology to streamline operations and continually expand its businesses by offering services targeting small, medium, and micro businesses where other companies cannot.

In order to support the sustainable growth of Leadplus, NHC has decided to invite equity participation from a transferee that is expected to further grow the businesses of Leadplus through a capital alliance, and a transferee that supports and encourages the equity story that Leadplus aspires to tell.

About NHC:

New Horizon Capital (NHC) is a top-tier Japanese PE fund targeting small- to mid-cap buyout deals, with 20 years of experience and a cumulative AUM of 270 billion yen. NHC was spun off from Phoenix Capital, which was founded by Yasushi Ando. NHC has been managing three funds since its foundation, and nine funds in total as Phoenix Capital and NHC. The NHC team has an excellent equity investment track record that includes Mitsubishi Motors Corporation, Teac Corporation, Tokyu Construction, Fudo Construction, Seikitokyu Kogyo, Ichida, Tsumura, Hitachi Housotec, Marumo Industry, Mag2, iae Holdings, Tachikichi, Takeda Industry, Generosity, Shibaura Fire Pump Corporation, Kawasaki Holdings, Showa Corporation, Kagayaku Cosmetics, Wood TEC, NITTO, Japan System Care, Heisei biso, BIQREA Holdings, Torque System, Ideal, and AOE Create. NHC has the longest track record of investment in Japan, including more than 100 firms, 50 of which are equity investments.

About Leadplus Co., Ltd.:

Using its proprietary platform "LocalFolio," the company is working to provide digital marketing services within small budgets, targeting small, medium, and micro businesses that other companies are not able to cover. It uses AI to automatically optimize web advertising operations like Google, Yahoo! and Facebook (listing, display, and SNS advertising). In September 2021, the company executed an M&A with the aim of expanding its business domains. It now offers a full range of digital marketing services both upstream and downstream, encompassing website design and construction and inbound marketing services, including the introduction of marketing automation, content creation, and operation.

For inquiries and further information, please contact:

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