

May 29, 2026

For Immediate Release

New Horizon Capital Co., Ltd.

Food Plus Holdings Co., Ltd. invests in New Order Co., Ltd.

New Horizon Capital Co., Ltd. (Head Office: Minato-ku, Tokyo; Chairman: Yasushi Ando; hereinafter NHC) announced that, today, Food Plus Holdings CO., Ltd. (Head office: Fukuoka-City, Fukuoka Prefecture; Representative Director: Toshiharu Ozawa; hereinafter “FPHD”), an investment target of NHC’s fourth fund, has invested in New Order Co., Ltd. (Head office: Fukuoka-City, Fukuoka Prefecture; Representative Director: Yasuo Tamaoki; hereinafter "New Order").

Since its establishment in 1971, FPHD operates a Japanese restaurant business mainly in the Kyushu area. It manages brands including the Japanese restaurant Shoya, and the set meal restaurant Hyakusai Shun and Nakamura. Nakamura offers freshly fried tempura, and is one of the best-known Japanese food chains in the Kyushu area.

New Order is a company founded in 2010 by Yasuo Tamaoki. It operates the Japanese restaurant “Izakaya”, primarily in the downtown areas of Fukuoka. It is a pioneer in the Udon izakaya concept, and one of its flagship brands, “Kamakiri Udon,” has been selected five times by the “Top 100 Udon Restaurants in Western Japan” list on the major food review site “Tabelog.” It enjoys widespread popularity not only with local customers but also with domestic and international tourists visiting Fukuoka.

Through this investment, we aim to combine the strengths of FPHD, which excels in chain expansion in the Kyushu area, with those of New Order, which owns a leading Udon brand in Fukuoka. The goal will be to further enhance the corporate value of both companies by accelerating the opening of new locations and other initiatives. We believe that investing in such a company is in line with our principles for Responsible Investment (ESG Policy) and our purpose of “Reaching new horizons with meaningful investments.”

Yasuo Tamaoki will remain as representative director of New Order. FPHD will send new directors and corporate auditors after the acquisition.

About NHC:

New Horizon Capital was established in October 2006 following a spin-off from Phoenix Capital, which was founded in February 2002 by our CEO, Yasushi Ando as a Founding Partner, and has a 24-year track record since its inception.

It is one of the largest independent fund in Japan, with a total of over 290 billion yen in accumulated assets under management. Currently, NHC is managing its sixth fund and its tenth since its founding. Since 2002, NHC's team members, including Yasushi Ando, who has been the key person (principal manager) at the time of the founding of all funds, have made numerous investments at Phoenix Capital, including Mitsubishi Motors, Teac, Tokyu Construction, Fudo Construction, Seiki Tokyu Kogyo, Ichida, Tsumura, etc., and the team has also executed many investments through New Horizon Funds 1 to 4 including Husetec, Shibaura Bosai Seisakusho, Showa Corporation, NITTO, and Heisei Basis. New Horizon Capital is one of the longest-established private equity funds in Japan and has invested in over 120 companies to date, 80 of which are equity investments.

For inquiries and further information, please contact:

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