



May 9, 2018

J-STAR Co., Ltd.
Gregory Hara
President & Representative Director

Announcement of Acquisition of CREAM by JC Holdings Co., Ltd.

JC Holdings Co., Ltd. ("JCHD") has acquired 100% shares of C.R.E.A.M Co., Ltd. (Head office: Meguro-Ku, Tokyo, Representative Director: Kumiko Kaneda, URL: <https://www.cream-ivony.com/> ("CREAM")). J-STAR No. 3 SS, LP and other funds that receive investment-related services from J-STAR are shareholders of JCHD.

Ms. Kumiko Kaneda, founder, and Representative Director of CREAM will resign from CREAM while she continues to participate in CREAM as an advisor. Ms. Ayako Nakajima, Director, will become Representative Director.

Established in 2005, with e-commerce as the main distribution channel, CREAM has been growing steadily through excellent designing capability reflecting customer preferences and very detail site management. It has four product categories consisting of women party dress, yukata, suit, Santa costume, targeting the occasion needs.

JCHD owns JC International Trading Co., Ltd. (Head office: Chuo-ku, Tokyo, Representative Director: Kenichi Harada, URL: <https://www.bodylinetokyo.co.jp/>) ("JCI"). JCHD owns three group companies after the share transfer of CREAM.

Considering the common entertainment-oriented brand concept and EC channel-based business of JCI, we decided to form a JC group, to pursuit synergy within group companies. We expect synergies such as integration of logistics functions, cost reduction by sharing supply chains, efficiency improvement through joint management of e-commerce site.

We will use our business knowledge and network on consumer goods to support the development of "JC Group" and achievement of synergy as mentioned above.

J-STAR

We received advice and cooperation from Claris Capital Co., Ltd. as a financial advisor and Mitsumoto Kondo Law Firm as a legal advisor (including implementation of legal due diligence). Fair Consulting Co., Ltd. conducted financial and tax due diligence.

*J-STAR Co., Ltd. provides investment-related services to, from directly or indirectly through a wholly-owned subsidiary, J-STAR No.3 SS, LP, etc., providing researches about investment opportunities, as well as other investment related services such as training to portfolio companies.

J-STAR Co., Ltd. (www.j-star.co.jp)

Founded in 2006 as an independent firm, J-STAR is involved in private equity investments and investment support, targeting at corporate value enhancement via acquiring management rights. J-STAR has the following three standards for investment: (1) a superior management team and staff, (2) ample potential for increasing added value through the contributions of fund managers and (3) a uniqueness/superiority of market status and business models. Following these standards, it focuses on companies with a corporate value ranging from 3 billion yen to 10 billion yen. Since its founding, J-STAR invested and/or provided business supports in more than 46 transactions in various industries such as consumer durables, services, healthcare, media, and manufacturing.