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For Immediate Release

New Horizon Capital Co., Ltd

### **NHC Acquires Internet Marketing Leader “ReachLocal Japan”**

New Horizon Capital Co., Ltd. (Head Office: Minato-ku, Tokyo; Chairman: Yasushi Ando; hereinafter NHC), a leading independent private-equity fund, announced today that the company’s third fund, NH-3, signed the Stock Purchase Agreement of ReachLocal Japan Co., LTD. (Head Office: Minato-ku, Tokyo; CEO: Jiro Kobayashi; hereinafter “ReachLocal”: Web marketing to small and medium enterprises as its main service), on the 27th of July, 2018. The investment is to make the company independent from the umbrella of the US corporate group, to strengthen the Japanese specifications and to support the further growth of the company and the company's management governance with a view to IPO.

ReachLocal provides internet ad service to small and medium enterprises in Japan and has the experience of providing the service to more than 2,000 companies as total. Its main service is internet ad agency, which provides the solutions that consist from planning, operation, reporting and improvement to SMEs that don’t have the know-how of attracting customers by using the internet.

The features of ReachLocal are: (1) By combining a system that can issue a unique phone number to the company to the listing advertisement displayed when searching on the Internet, it is possible to pursue not only the result of attracting customers on the Internet, but also the result of by through telephone call, so that improving the communication with potential customer is possible. (2) Giving the full support of the internet ad service, that contains ad planning, running the ad system effectively and the improvement of the ad, to the SMEs who doesn't have the know-how. (3) In the Internet ad market targeting SMEs that are expected to grow in the future, ReachLocal has the experience of providing the service to more than 2,000 companies in Japan as total.

NHC will cooperate with ReachLocal management team and will support its further growth.

#### About NHC:

New Horizon Capital (NHC) is a top-tier Japanese PE fund targeting small- to mid-cap buyout deals, with approximately 15 years of experience and a cumulative AUM of 250 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 eight funds in total as Phoenix Capital and NHC. The NHC team has an excellent equity-investment track record, including Mitsubishi Motors Corporation, Teac Corporation, Tokyu Construction, Fudo Construction, Seikitokyu Kogyo, Ichida, Tsumura, Hitachi Housotec, Marumo Industry, Mag2, iae Holdings, Tachikichi, Takeda Industry, SnSnap, Shibaura Fire Pump Corporation, Kawasaki Holdings and Showa Corporation. NHC possesses the largest track record of investment, having invested in more than 100 firms, including 40 equity investments, in Japan.

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