

November 30, 2020

For Immediate Release

New Horizon Capital Co., Ltd.

NHC Invests in 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, as of today, NHC's third fund (hereinafter NH-3) has acquired all shares of LeadPlus Company Limited (Head Office: Chuo-ku, Tokyo; President and Representative Director: Masayuki Sugisaki; hereinafter LDP).

Content marketing, which LDP supports, is a series of marketing methods focused on disseminating, on the web, attractive content that is of value to potential customers. It can acquire potential customers, lead them to purchase, and eventually gain them as fans by continuously delivering valuable information after purchase. Since it was founded in 2007, LDP has provided a full range of packages from content-marketing strategy planning to execution, measurement, and improvement, and has helped client companies acquire new customers and maximize sales efficiency on the web. In addition, LDP's achievements were highly evaluated, and in August 2020, it was certified as the only "Diamond Partner" in Japan (as of November 30, 2020) in the HubSpot Solutions Partner Program.

The purpose of this investment by NHC is to support business growth and to enhance the corporate governance of LDP, which is advancing to a further growth phase within digital-transformation needs, and also to further increase value through synergy with LocalFolio Inc., the Internet advertising agency invested in by NHC.

NHC will send several new directors and corporate auditors after the acquisition and cooperate with LDP management to grow LDP's business, achieve synergy with LocalFolio Inc., and support the improvement of LDP's corporate value.

About NHC:

New Horizon Capital (NHC) is a top-tier Japanese PE fund targeting small- to mid-cap buyout deals, with approximately 18 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, including Mitsubishi Motors Corporation, Teac Corporation, Tokyu Construction, Fudo Construction, Seikitokyo Kogyo, Ichida, Tsumura, Hitachi Housetec, Marumo Industry, Mag2, iae Holdings, Tachikichi, Takeda Industry, GENEROSITY Japan, Shibaura Fire Pump Corporation, Kawasaki Holdings, Showa Corporation, Kagayaku Cosmetics, Wood TEC,

NITTO, Japan System Care, Iwata Industry, SAT Corporation and Five tails. NHC possesses the largest track record of investment in Japan, having invested in more than 100 firms, including 50 equity investments.

About LocalFolio Inc.:

This company uses its proprietary platform "LocalFolio" to provide advertising-operation services that automatically optimize bid adjustments and budget allocations. It utilizes AI for Internet advertising in multiple media such as Google, Yahoo, and Facebook. In October 2018, this Japanese business became independent from Gannett Co., Inc., the largest media company in the United States. LocalFolio, with its mission of supporting the growth of companies based in local regions through the Internet, and as a first-class partner supporting companies that work to attract customers, provides high-quality services with a relatively small budget to more than 700 companies, mainly small and medium-sized enterprises.

For inquiries and further information, please contact:

NHC PR desk (IFC): Hideko Takee (Ms.), Kota Takasugi (Mr.)

Phone: +813-5532-8921