

February 28, 2022

For Immediate Release

New Horizon Capital Co., Ltd.

### **NHC Invests in Ideal Inc.**

New Horizon Capital Co., Ltd (NHC), a Japan's leading private-equity fund, announced that NH-3, NHC's third fund has invested in Ideal Inc. (Ideal) as of today.

Since its establishment in October 2007, Ideal has built up a track record in the business of master leasing properties owned by real estate companies and private individuals, subleasing commercial facilities such as restaurants, and brokering real estate deals. Through this business, mainly in the Tokyo metropolitan area, Ideal serves as a link between retail property owners and new tenants.

Due to the recent effects of COVID-19, more restaurants are closing down and the risk of real estate owners' properties becoming vacant is increasing. In such an environment, Ideal provides essential services to the restaurant industry, which carries Japanese food culture. Ideal aims to become "a leading company in the commercial real estate industry that pursues the ideals of its customers." We believe that through this investment, it is possible to contribute to Japanese food culture by supporting the infrastructure of the restaurant industry and there is social significance.

We will support Ideal's further growth by strengthening recruitment of sales personnel, promoting partner strategies including with regional financial institutions, supporting web marketing, expanding scale through M&A, and strengthening governance.

Mr. Keisuke Hama will remain as the representative director, and NHC will send several new directors and auditors.

**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 Housetec, 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 and Torque System. NHC has the longest track record of investment in Japan, including more than 100 firms, 50 of which are equity investments.

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