

News Release

Aug 14, 2013  
Riraku Co., Ltd  
Advantage Partners, LLP

Announcement Concerning Agreement of Sale between Riraku Co., Ltd and Funds Served  
by Advantage Partners, LLP

We are pleased to announce that on August 8, 2013 funds served by Advantage Partners LLP (“AP Funds”) entered into an agreement with Riraku Co., Ltd (“Riraku” or “Company”), an operator of more than 250 massage salons across Japan, whereby AP Funds will acquire Riraku from the founder, chairman and CEO, and other selling shareholders.

Since its establishment in 2010, Riraku has grown rapidly, expanding to over 250 salons currently. Riraku offers a lower priced alternative within the relaxation industry, offering massages of 60 minutes for JPY2,980 as opposed to the standard of JPY6,000 for 60 minutes. Combined with a high quality service, the lower price option has attracted a wide range of customers including homemakers and professionals.

The current owners were seeking a partner who could support the Company’s growth to a new level and were attracted to AP’s track record of achieving operational improvement and growth in portfolio companies. AP Funds were attracted to the Company based on its strong operating model and market-growth potential supported by AP’s experience in store expansion.

AP Funds expect current senior management and shareholders Mr. Koizumi and Mr. Takenouchi to re-invest with AP Funds and remain as CEO and director at the Company, respectively. To continue to further grow the Company and remain as a market leader, AP Funds will work with the senior management to introduce advanced marketing methods, design store development strategies and structure management control systems.

▪ About Riraku

CEO: Tomofumi Koizumi

Headquarters: Osaka, Japan

Business Description: Massage salon operator

Homepage: <http://riraku-salon.com/top.html>