

News Release

October 30, 2015

Advantage Partners

Announcement Regarding Acquisition of Japan Popcorn Co., Ltd.

We are pleased to announce that on October 30, 2015, funds served by Advantage Partners (“AP Funds”) acquired Japan Popcorn Co., Ltd. (“Japan Popcorn”), a manufacturer and distributor of high-end branded popcorn.

The Company manufactures and distributes a differentiated type of popcorn from a mixture of high quality ingredients and unique recipe and has been successful in establishing a new genre of “gourmet popcorn”. The Company’s core brand, “Hill Valley”, is widely acclaimed by customers because of the product’s taste and high quality.

AP Funds were attracted to the investment because of the Company’s solid business platform primarily based on its highly attractive product offerings. Post investment, AP Funds will collaborate with Company management to continue the Company’s growth by further strengthening its operating platform and domestic and overseas sales expansion efforts

Details of Japan Popcorn Co., Ltd.

Company Name:	Japan Popcorn Co., Ltd.
Representative:	Wataru Ebitani
Location:	Tokyo, Japan
Business Description:	Distributor and manufacturer of gourmet popcorn brand “Hill Valley”