

October 6, 2023

For Immediate Release

New Horizon Capital Co., Ltd

NHC Transfers of Shares of 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 today that NHC's third fund (hereinafter NH-3) has transferred its shares in Leadplus Co., Ltd. (Head Office: Setagaya-ku, Tokyo; Chairman: Jiro Kobayashi; President: Yutaka Hori; hereinafter Leadplus) to Advertising NAGATA Co., Ltd. (Head Office: Tsushima City, Aichi Prefecture; Chairman: Ichiro Nagata; President: Katsuji Takabayashi; hereinafter "Advertising NAGATA").

Leadplus is a full-service provider of digital marketing services, from website design and development to inbound marketing services, including marketing automation implementation, content creation, and operations. Advertising NAGATA boasts the top share of the outdoor billboard advertising business in Japan, and has a large number of customers nationwide whose businesses are rooted in the local community. By combining Leadplus's online advertising services with Advertising NAGATA's offline advertising services, the companies will provide higher value-added services. NHC determined that Advertising NAGATA is the best partner to support the continued growth of Leadplus, and made the decision to transfer its shares to Advertising Nagata.

NHC has led the management integration of Localfolio, Inc., an Internet advertising agency, and Leadplus. NHC has been supporting Leadplus's sustainable development as a full-service provider of digital marketing services, from upstream to downstream.

With the support of Advertising NAGATA, Leadplus is sure to achieve further growth in the future.

About NHC:

New Horizon Capital (NHC) is a top-tier Japanese PE fund with more than 20 years of experience and a cumulative AUM of 270 billion yen, which is one of the largest for an independent fund. NHC was spun off from Phoenix Capital in October 2006, which was founded by Yasushi Ando. NHC has been managing six funds since its foundation, and ten funds in total as Phoenix Capital and NHC. The NHC team's equity investment track record as Phoenix Capital includes Mitsubishi Motors Corporation, Teac Corporation,

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Tokyu Construction, Fudo Construction, Seikitokyu Kogyo, Ichida, Tsumura, and the team also executed many investments through NHC's first to fourth funds (NH-1 to NH-4) including Housetec, Shibaura Fire Pump Corporation, Showa Corporation, NITTO/and Heisei biso. NHC has the longest track record of investment in Japan, including more than 100 firms, 50 of which are equity investments.

For inquiries and further information, please contact:

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

Phone: +813-5532-8921