

Investment in Niwakyu Co., Ltd. by NSSK

Nippon Sangyo Suishin Kiko ("NSSK"; www.nssk-japan.com) is pleased to announce that the Chubu/Hokuriku Region Vitalization Investment L.P. ("Chubu/Hokuriku Investment L.P.") completed its investment in Niwakyu Co., Ltd. headquartered in Ena City, Gifu Prefecture ("Niwakyu"; www.niwakyu.com).

Niwakyu with more than 100-year history, sells baking soda, citric acid, sodium sesquicarbonate and sodium percarbonate, all as detergents, as well as deodorants and table salt products. These products are made from natural materials and are characterized as being friendly to the human body and environment and, particularly, to those who are hypersensitive to chemical substance. Such characteristics are highly appreciated by safety and quality conscious housewives. As a result of its commitment to safety, environmentally friendly quality products, Niwakyu has enjoyed a very stable and loyal customer base.



NSSK will provide its Value Up Program ("NVP") to Niwakyu and implement at the company global best business practices with the initial focus on accounting, finance, governance, compliance, corporate identity, and ESG. NSSK will also support Niwakyu's sales growth with strengthening marketing through NSSK's network and sales promotion enhancement and new product development by leveraging synergies with NSSK Group's portfolios.

Through the Chubu/Hokuriku Investment L.P., NSSK invests in attractive small and medium sized companies with high growth potential based in the Chubu/Hokuriku Region consisting of Aichi, Gifu, Mie, Shizuoka, Nagano, Toyama, Ishikawa and Fukui Prefectures. NSSK will provide expansion capital, critical business processes for operational improvement, management talent from its network of domestic and international operating executives, support for international business expansion. NSSK's mandate is to enhance the values of the companies in which it invests and through this value creation, to vitalize the regional economy with increase in productivity and employment.

For inquiries, contact:

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Sponsor Name:	Nippon Sangyo Suishin Kiko (www.nssk-japan.com)
Headquarters:	Atago Green Hills MORI Tower 17F 2-5-1, Atago, Minato-ku, Tokyo, Japan
Representative:	Jun Tsusaka
Overview:	NSSK is an independent Japanese alternative investment management company. NSSK pursues superior returns by applying global investment disciplines, operating expertise and human capital principally to attractive SMEs in Japan.

Investor Name:	Chubu/Hokuriku Region Vitalization Investment L.P. ("Chubu/Hokuriku Investment L.P.")
Founded:	October 2016
Headquarters:	Atago Green Hills MORI Tower 17F 2-5-1, Atago, Minato-ku, Tokyo, Japan
Sponsor:	Nippon Sangyo Suishin Kiko
Overview:	Chubu/Hokuriku Investment L.P. invests in attractive small and medium sized companies with high growth potential based in the Chubu/Hokuriku Region consisting of Aichi, Gifu, Mie, Shizuoka, Nagano, Toyama, Ishikawa and Fukui Prefectures.

Company Name:	Niwakyu Co., Ltd. (www.niwakyu.com)
Headquarters:	Nakano 18-13, Nagashima-cho, Ena City, Gifu, Japan
Overview:	Niwakyu sells high quality detergents using natural ingredients, deodorants as well as specialty salts. The product line consist of baking soda, citric acid, sodium sesquicarbonate, and sodium percarbonate as well as deodorants and salt products.