



December 18, 2014

Nippon Sangyo Suishin Kiko (NSSK) established by former TPG Japan team led by Jun Tsusaka

—Definitive Agreement to acquire a controlling interest in US.Mart completed as first investment—

Nippon Sangyo Suishin Kiko (Tokyo, CEO: Jun Tsusaka, <http://www.nssk-japan.com>) has officially commenced operations as investment business focused on small to medium-sized companies as of December 11, 2014. NSSK is pleased to announce its first investment in Mie-prefecture based US.Mart Corporation (Ise, CEO: Yoshihiro Taguchi, <http://www.usmart.co.jp>). US.Mart is a leading owner and operator of indoor playground facilities (over 90 facilities throughout Japan) and franchisor of 100 Yen stores. NSSK and US.Mart entered into a definitive agreement on December 17, 2014 whereby NSSK will acquire a controlling interest in US.Mart and enter into a strategic alliance agreement with the company.

NSSK's mission is to build a Japan-based alternative asset investment business and is being established by Jun Tsusaka, Aki Ishida, Nobuhiko Ito, Kaz Tokuyama and Kenju Watanabe. Its investment strategy is to generate superior returns by applying global investment discipline, operating expertise and human capital to the attractive SME market in Japan (represents over 90% of transaction volume) through proprietary and differentiated sourcing in partnership with local Japanese institutions. NSSK will focus on (1) proprietary investments in regionally-focused firms, (2) private companies with succession issues, (3) businesses with untapped revenue opportunities nationwide and/or globally, (4) opportunities around the aging population such as senior-focused consumer products, healthcare products and services and lodging and leisure and (5) good companies with bad balance sheets and/or lacking management depth. The NSSK deal and operations team are composed of former leaders of TPG Japan that can bring to bear global investment discipline, operating know-how and resources to the SME market that sellers are seeking. NSSK has a value creation program (NVP) focused on systematic implementation of business processes, productivity enhancements, sales and marketing initiatives, balance sheet optimization measures and human capital additions. In addition, it has a global business network and a core group of 30 executives from key industry sectors that will be available to the SMEs.

US.Mart is a leading owner and operator of indoor playground facilities located in malls and shopping centers throughout Japan and a franchisor of 100 Yen stores. Through its "Kid's US.LAND" brand, the company has about 90 facilities located throughout Japan. The business was founded by the CEO, Yoshihiro Taguchi, and is targeted to families and is equipped with a range of service offerings from indoor playgrounds, electronic games, trampolines, ping pong and billiard tables, fishing stations and karaoke rooms. In addition, the facilities provide massage chairs, internet access and computer terminals and tables

and couches for relaxation. All of this is possible by paying 300 Yen for membership and 100 Yen for every 15 minutes. All games are “all you can play”. The company is looking to continue its expansion in Japan and will begin its international expansion into selected Asian markets. Given its rapid growth and future expansion plans, Mr. Taguchi has decided to engage with NSSK to help execute its strategic objectives by implementing NSSK’s NVP program throughout its operations.

The US.Mart investment will be funded through equity and bank debt. The equity portion of the investment will come from NSSK Fund 1, which is fully committed and structured as an evergreen fund which provides NSSK with permanent capital. NSSK Fund 2 is in the planning process and fund raising will begin in 2015.

Investor Name:	Nippon Sangyo Suishin Kiko (http://www.nsskjapan.com)
Founded:	December 2014
Representative:	Jun Tsusaka, Managing Partner Atago Green Hills MORI Tower 17F 2-5-1, Atago, Minato-ku, Tokyo, Japan
Overview:	NSSK is an investment business with a focus on Japan. The Founding Members have been core members of the Japan business of TPG and NSSK is an extension of the investment activities performed by the Founding Members and its Senior Advisors over the past decade. NSSK pursues superior returns by applying global investment discipline, operating expertise and human capital to the attractive SME market in Japan.

Company Name	US.Mart Corporation (http://www.usmart.co.jp)
Founded:	July 1948
Representative:	Yoshihiro Taguchi, President & CEO Ise Wholesale Center 2691-27, Uejicho, Ise-shi, Mie, Japan
Overview:	A leading owner and operator of amusement facilities located in malls and shopping centers and a franchisor of 100 Yen stores. US.Mart operates about 90 indoor playgrounds under the “Kid’s US.LAND” brand throughout Japan.