



## Press Release

### **Fujita Family Divests 24.98% Shareholding in McDonald's Japan through Longreach**

**[Hong Kong, Tokyo, 27 July 2005]** The Longreach Group ("Longreach") announced today that it has acquired 24.98% of McDonald's Holdings Company (Japan), Ltd., ("McDonald's Japan") (JASDAQ, code 2702), or 33,210,000 shares, from the Fujita Family, to assist the Family with a divestment solution in relation to its McDonald's Japan shareholdings. The acquisition was implemented through Lakeview Limited, a Cayman Islands Company.

With the passing of Den Fujita, the Fujita Family has been looking for an opportunity to divest its shareholdings in McDonald's Japan, in order to move forward to pursue new business interests.

Longreach came to offer the Fujita Family a strategic divestment solution through the strong and extensive relationships its senior members have in the Japanese market, combined with their sector and financial structuring expertise. Longreach's advisor, Douglas N. Daft, was also instrumental in bringing this opportunity to fruition due to his long background in food and beverage retail in Asia, Japan, and ultimately as former Chairman and CEO of The Coca-Cola Company.

Longreach's Group Chairman and Partner, Mark Chiba said, "Longreach's approach is to work discreetly through trusted senior relationships in Japan and globally, to bring our capabilities to bear in unlocking strategically-driven opportunities. In this specific case, we are pleased to have been able to provide a solution to facilitate a smooth divestment by the Fujita Family, in a manner that also supports McDonald's Japan's ongoing revitalisation plan under CEO Harada."

The Fujita Family said, "We believe the solution provided by Longreach is in the best interests of the Fujita Family."

"McDonald's Japan welcomes this transaction. We value all of our shareholders and appreciate their confidence and contribution to our business," said Eikoh Harada, Chairman, President, CEO and Representative Director of McDonald's Japan.

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## **Background on The Longreach Group**

The Longreach Group is an investment firm established in October 2003 to focus on investments in strategically driven private equity opportunities. The distinctive proposition behind Longreach is to create exceptional investment opportunities focusing on the Asian and Japan region, by matching relationship reach and local cultural effectiveness with globally benchmarked and competitive returns. In developing this approach, Longreach is focused on strategically driven private equity investments as its signature investment style.

The long-term objective of Longreach is to become a pre-eminent investment firm in Asia, as measured by financial performance, execution capabilities and reputation.

The Longreach Group Companies consist of certain Cayman Islands companies, The Longreach Group Limited, which is based in Hong Kong, and The Longreach Group, Inc. which is based in Japan. The Longreach Group, Inc. collects and analyses data and information concerning the Japanese and Asian markets and assists The Longreach Group Limited in identifying potential investment opportunities.

Lakeview Limited, a Cayman Islands company, is established as a special purpose vehicle to invest in McDonald's Japan.

Longreach's senior members are Mark Chiba (Group Chairman and Partner, The Longreach Group), Yasuyuki "Yaz" Miyoshi and Masamichi Yoshizawa, (Representative Directors and Partners, The Longreach Group, Inc.). Members of Longreach's Advisory Board include: Douglas N. Daft, Yoshihiko Miyauchi, Sanford Robertson, Sir David Scholey, and Yoshinori Yokoyama. Refer to following page for member details.

## **Background on McDonald's Holdings Company (Japan), Ltd.**

McDonald's Holdings Company (Japan), Ltd., established in 1971, operates McDonald's hamburger restaurant operations in Japan. It is the largest quick service restaurant chain in Japan. McDonald's Japan has around 3,700 outlets throughout Japan, with around 100,000 local Japanese employees. McDonald's Japan's shares are listed on JASDAQ with ticker symbol 2702.

For further information, please refer to: [http://www.mcd-holdings.co.jp/english/mchd\\_info/index.html](http://www.mcd-holdings.co.jp/english/mchd_info/index.html)