



2 November, 2020

The Longreach Group hires two Executive Directors

We are pleased to announce that two Executive Directors, Keiichi Inoue and Kenji Mori, will join The Longreach Group in December 2020. Keiichi and Kenji will be based in the Longreach Tokyo office. This is an important step in the continued growth of our investment team and the Firm's broader development.

Keiichi Inoue was most recently Managing Director at Cool Japan and he also has entrepreneurial experience as the founder of a fitness club business. Keiichi also brings seven years of private equity experience working at Permira Tokyo as a Director and member of the Global Consumer Team. Keiichi has broad and deep experience in buyout investments such as Akindo-Sushiro, John Master Organic, Arista Life Sciences, EMW and Winc. Keiichi holds an MSc. (Finance) from California State University.

Kenji Mori comes to Longreach from AIGF, a private equity arm of Mitsubishi Corporation in Southeast Asia, where he was responsible for the Firm's initial set-up, fund management including fund raising, deal origination and transaction execution, including the buyout investments KFC Thailand and KMC Solutions. Kenji's previous private equity experience includes working in the merchant banking division of Mitsubishi Corporation and Marunouchi Capital, where he was involved in investments in the industrial and consumer sectors, including Yamamoto Manufacturing, Takara-Tomy and Seijo-Ishi. Kenji holds a BA from Waseda University.

The Longreach Group continues to enhance its deal sourcing and value creation capabilities by selectively recruiting seasoned private equity professionals to our team. Keiichi and Kenji bring further complementary and diverse private equity investment experience, strongly aligned with the Longreach investment strategy. We are delighted to have them joining the Firm.