



Press Release

Longreach announces closing of Primo Japan Inc. acquisition

[Tokyo / Hong Kong, 30 January 2015] The Longreach Group (“Longreach”) today announced the closing of the acquisition of 100% shares of Primo Japan Inc. (“Primo” or “the Company”) from a company affiliated with Baring Private Equity Asia (“BPEA”).

Primo specializes in the production and retail of semi-customized bridal jewelry, including engagement rings and wedding rings. The Company operates three brands, I-PRIMO, Lazare Diamond and SELEXIA, and has a total of 88 stores in Japan (76 stores), Taiwan (10 stores) and Hong Kong (2 stores). The Company has a strong presence in Japan, with the leading position in engagement and wedding ring sales, and has a track record of success in overseas expansion into Taiwan and Hong Kong.

Longreach considers this to be an exciting investment opportunity with a clear business growth path based on taking the Company forward to realize further expansion opportunities domestically and in Asian markets through its proven semi-customized bridal jewelry model. The investment also reflects a Longreach core investment focus on acquiring and adding value to high quality specialty consumer businesses, through enhanced business efficiencies and expansion into new growth markets, in particular in Asia.

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Background on The Longreach Group (URL: <http://www.longreachgroup.com/>)

The Longreach Group is an established independent private equity firm with offices in Hong Kong and Tokyo. The firm focuses on buyouts in Japan and Greater China in the consumer related, mature industrial and technology, financial services, and business services sectors. The firm manages two Funds with approximately US\$1.4 billion of committed limited partner and co-investment capital, and has a strong track record of portfolio company value creation and realizations.

The Longreach Group Companies include the funds that serve as the investment companies, The Longreach Group Limited, which is based in Hong Kong, and The Longreach Group, Inc. which is based in Tokyo, 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.

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