



Press Release

Longreach agrees on the sale of Cybird to Aeria Inc.

[Tokyo / Hong Kong, 28 May 2018] The Longreach Group (“Longreach”) today announced that it has reached an agreement with global mobile game publisher Aeria Inc. (“Aeria”) to acquire all of shares held by Longreach in Cybird Co., Ltd. (“Cybird”).

Both Aeria and Cybird are leading mobile content providers with a common focus on business growth in the female-user market. The combination of the two companies will allow both businesses to accelerate growth, in particular through synergies created between Cybird’s mobile Ikemen series game business and Aeria’s growing A3! business.

Cybird, founded in September 1998, is a pioneer mobile content provider who in recent years has successfully expanded into developing and delivering popular media content, mainly for the mobile game market represented by major titles such as the “Ikemen series”, as well as content licensing using famous celebrities and animation characters.

Aeria is a JASDAQ-listed global mobile game publishing and IT services company founded in 2002. It primarily focuses on publishing global online games led by female-popular titles such as “A3!”, which has over 5 million downloads worldwide as of March 2018. With its high-growth online game business positioned in the expanding female-user market, Aeria expects broad synergies with Cybird through game collaboration and live events from this acquisition.

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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 Japan related control buyouts in the mature industrial and technology, consumer, business services and financial services sectors. The firm manages three Funds which have accumulated approximately US\$1.8 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.