

Acquisition of Socie World Co., Ltd.

On April 1, 2013, Polaris Private Equity Fund III (“Polaris Fund III”), managed by Polaris Capital Group Co., Ltd. (“Polaris”), successfully completed the acquisition of close to 100% of the issued shares of Socie World Co. Ltd (“Socie World”) from the current shareholders including Citigroup Capital Partners Japan Ltd. via SWP Holdings Inc. which is 100% owned by Polaris Fund III.

Socie World operates aesthetic salons, hair salons and sports clubs for middle to high-end customers. The aesthetic salons have been in the business for more than 30 years and recognized as top brand with the reputation of high quality services. Benefiting from such brand name, Socie World have opened its aesthetic salons in high-class department stores and luxury hotels and as a result secured a very solid business franchise with loyal and affluent customer base. On the overseas front, Socie World was the first in the industry to open a shop outside of Japan and succeeded in establishing a strong franchise in Taiwan. By applying the success formula in Taiwan to other markets in Asia including China, Socie World should be able to achieve a mid to long-term growth.

Polaris as a new shareholder intends to support the growth strategy of Socie World by providing expertise and business contacts acquired through its ample investment experience. More specifically, Polaris will dispatch several directors to work with the existing management team, support the enhancement of marketing and promotional activities and provide managerial and financial advice, to name a few.

Polaris believes that Socie World should be able to further solidify its leading company position in the aesthetic salon industry and increase its corporate value by expanding its customer base and building an enhanced management infrastructure under Polaris’s ownership.

For inquires:

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Socie World Co., Ltd.

Founded: September 1971
Representative: Masako Sudo, President and CEO
Address: Socie Building, 1-12-8 Yoyogi, Shibuya-ku, Tokyo, Japan
Business: Operation of aesthetic salons, hair salons and sports clubs
Website: <http://www.socie.jp/>

Polaris Capital Group Co., Ltd.

Founded: September 2004
Representative: Yuji Kimura, President and CEO
Paid-in Capital: JPY 200 Million
Address: Jowa Yaesu Building 7F, 2-4-1 Yaesu, Chuo-ku, Tokyo, Japan
Funds: Polaris Private Equity Fund I, L.P. (JPY 29.6 billion)
Polaris Private Equity Fund II, L.P. (JPY 31.9 billion)
Polaris Private Equity Fund III, L.P. (approx. JPY 36.0 billion as March 31, 2013)
Website: <http://www.polaris-cg.com/us/>