

Acquisition of shares of BAKE Inc.

Polaris Private Equity Fund IV (“Polaris Fund IV”), managed by Polaris Capital Group Co., Ltd. (“Polaris”), has announced today that it will acquire a majority of the shares of BAKE Inc. (“BAKE”) on August 29, 2017.

BAKE, currently operating about 50 premium sweets shops including “BAKE CHEESE TART” in Japan and overseas, has achieved its fast-pace business growth by launching multiple brands such as the flagship “BAKE CHEESE TART”, “CROQUANTCHOU ZAKU ZAKU (cream puff)”, “RINGO (apple pie)”, “DOU (pancake with red bean paste)” and “PRESS BUTTER SAND (butter cookie sandwich)” in 6 countries outside of Japan only in 4 years since it started the business in 2013. BAKE has secured a unique position in confectionery industry as “trend-setting contents provider for premium sweets” by offering products freshly baked in the in-store oven using only high quality ingredients from Japan and deploying sophisticated branding and effective marketing strategies, and owns a promising growth potential in Japan and overseas by further expanding its businesses around the core “From Hokkaido” brand products manufactured in its own plant in Hokkaido.

For the future growth of BAKE, Polaris will provide supports to the “Second Start” business plan for strengthening BAKE’s business franchise and the preparation program for Initial Public Offering in order to achieve further steep growth of the company by sharing the know-how which Polaris has acquired through the supports for enterprise value creation and business succession/initial public offerings of various companies with multiple-store operation or in their growth phase. After the share acquisition, Polaris will aim to increase BAKE’s enterprise value through strengthening its corporate governance by dispatching several senior officers to prepare for the future share listing, and providing operational and business administrative support on new product development, overseas expansion and brand portfolio management.

For inquires:

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BAKE Inc.

Founded: April 2013
Representative: Mr. Shintaro Naganuma, CEO
Address: Kowa Shirokanedai Building 6F, 3-19-1 Shirokanedai, Minato-ku, Tokyo,
Japan
Business: Manufacturing and sale of confectionery, operation of electronic
commerce sites, and Web media operation
Website: <http://www.bake-jp.com/>

Polaris Capital Group Co., Ltd.

Founded: September 2004
Representative: Yuji Kimura, President and CEO
Paid-in Capital: JPY 200 Million
Address: GranTokyo North Tower 38F, 1-9-1 Marunouchi, Chiyoda-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., etc. (JPY 52.0 billion)
Polaris Private Equity Fund IV, L.P., etc. (JPY 75.0 billion)
Website: <http://www.polaris-cg.com/us/>