

Acquisition of O-net, Inc.

Polaris Private Equity Fund IV (“Polaris Fund IV”) managed by Polaris Capital Group Co., Ltd. (“Polaris”) and co-investors have agreed today with Rakuten Inc. (“Rakuten”) that they will acquire all the outstanding shares of O-net Inc. (“O-net”) from Rakuten in late December 2018.

O-net has been providing matchmaking services for marriage among its members for 38 years since the inception of business in 1980. It has significantly improved brand recognition in the market by placing both nation-wide TV commercials since 2015 and online marketing via internet advertisement. In addition, O-net has a reputation as a select membership by imposing some hurdles for membership, including the need to submit proof of any marriage history and identity verification documents. As a result, the number of members has increased to over 49,000^{*1} and establishes a reputation as a top-brand player among the matchmaking service providers for marriage. Moreover, the number of new members has been increasing year by year^{*2} despite shrinking population of Japan and O-net has a growth potential.

For the future growth of O-net, Polaris will help O-net implement its growth strategies by sharing the know-how which Polaris has acquired through various investments in service providers with strong brands or unique business models, carve-outs from large conglomerate and initial public offerings (IPOs). After the share acquisition, Polaris will work with O-net’s existing management team and employees to solidify its business franchise, increase O-net’s enterprise value through dispatching several senior officers and providing various business and financial supports and prepare for the future share listing.

*1 As of October 1, 2018. Including the members who have already paid membership fees and 13,677 of temporally dormant members for personal reasons, finding partners and so on.

*2 Source: Users’ profiles and the number of members who marry other members on O-net’s website (<https://onet.rakuten.co.jp/service/profile/>)

For inquires:

Junpei Yamada, Partner

Polaris Capital Group Co., Ltd.

Phone: 81-3-5223-6780

O-net Inc.

Founded: December 19, 2007 (OMMG, its predecessor, in April 1980)

Representative: Manabu Moriya, President and CEO

Paid-in Capital: JPY 98 Million

Address: 1-14-1 Tamagawa, Setagaya-ku, Tokyo, Japan

Business: Matchmaking services for marriage among its members, event planning and arrangement services, publishing and other related services

Website: <https://onet.rakuten.co.jp/>

Polaris Capital Group Co., Ltd.

Founded: September 13, 2004

Representative: Yuji Kimura, President and CEO

Paid-in Capital: JPY 100 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/>