



October 31, 2016

J-STAR Co., Ltd.

Gregory Hara

President & Representative Director

Announcement of Acquisition of ASIRO Inc.

This is to announce that our wholly managed and operated investment fund, J-STAR No. 2 Investment Limited Partnership has acquired ASIRO Inc. (headquarters: Shinjuku, Tokyo, URL: <http://www.asiro.co.jp/>, company representative: Mr. Hiroto Nakayama, "ASIRO")

ASIRO operates a web media called "Gensen Bengoshi Navi Series" (directly translated as "top pick lawyer's navigation series") providing advertisement spaces to lawyers who have specialties in car accident, divorce, inheritance, labor, penal offense, debt settlement, etc.

The internet media market that ASIRO plays in has grown to 900 billion yen which is about 3.2 times as big as it was 10 years ago, and continues to show a growing trend. At the same time, the number of lawyers, especially but not limited to younger lawyers in Japan has increased by 2.4 times compared to 20 years ago, which created competitive landscape for lawyers. The needs for the use of the internet media as a marketing channel has increased.

ASIRO, utilizing its unique marketing methodology, has been able to grow by attracting potential customers to lawyers and supporting client lawyers marketing efforts.

Mr. Nakayama will continue hold a part of the shares in ASIRO and be involved in the management of the company. J-STAR will work closely with Mr. Nakayama and the management to support the growth.

In approaching the acquisition, J-STAR enlisted Aqua Corporate Advisory Co., Ltd., Teapot Inc., and the Tokyo-Marunouchi Law Offices.

J-STAR

J-STAR Co., Ltd. (www.j-star.co.jp)

Founded in 2006 as an independent firm, J-STAR is involved in private equity investments, targeting at corporate value enhancement via acquiring management rights. J-STAR has the following three standards for investment: (1) a superior management team and staff, (2) ample potential for increasing added value through the contributions of fund managers and (3) a uniqueness / superiority of market status and business models. Following these standards, it focuses on companies with a corporate value ranging from 3 billion yen to 10 billion yen. Since its founding, J-STAR invested in more than 29 transactions in various industries such as consumer durables, services, healthcare, media and manufacturing.