

January 20, 2023

Investment in Bestlife Co., Ltd. by NSSK

Nippon Sangyo Suishin Kiko (“NSSK”; www.nsskjapan.com) is pleased to announce that investment partnerships managed or provided with services by NSSK’s Regional Impact Fund completed a majority investment in Bestlife Co., Ltd. (“Bestlife”, or the “Company”; bestlife-ltd.com).

Established in September 2004, Bestlife is headquartered in Osaka. With a management philosophy of “Making the most of resources, making the most of human resources,” the Company operates a reuse business as its core business, in which it purchases and sells used brand-name goods. The Company operates a total of 29 stores in Osaka, Hyogo, Tokyo, Kanagawa, and Saitama. Stores do not sell goods; they focus purely on purchasing, enabling them to operate with low fixed overhead costs. Sales are mainly made to corporate clients leading to short inventory turnover periods and highly efficient operations overall. Furthermore, the Company has expanded its reach and maintains a high repeat customer rate thanks to its “we buy anything and everything” policy, focusing on precious metals, luxury bags, and used brand-name goods such as watches, and through its attentive and customer-focused approach to customer service.

Building on the business foundation Bestlife has established, NSSK will provide its unique NSSK Value-up Program (“NVP”), its business expertise, and domestic and international networks, working with the current management team so that Bestlife can achieve more robust growth in its next stage of development. NSSK will support the planning and implementation of business improvement measures such as accelerating store openings. NSSK will also assist in the introduction of business management methods, which includes the establishment of KPIs, strengthening of governance and compliance systems, disseminating corporate philosophy, and promoting ESG activities. NSSK is partnering with the current management team, which will continue to manage Bestlife.

Through its Regional Impact Funds, NSSK will continue to invest in attractive Japanese companies with high growth potential. By providing the necessary growth capital, domestic and international networks, and processes and human resources for the improvement of operations in a timely and practical manner, NSSK will work together with its portfolio companies to increase corporate and shareholder value while contributing to the environment, society, and corporate governance in Japan and around the world.

Furthermore, NSSK will continue to invest in and support the management of small and medium-sized companies with growth potential in regional areas, contributing to the economic development and revitalization of local communities through the creation of employment opportunities.

For more information, please contact:
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Investor name:	Nippon Sangyo Suishin Kiko (www.nssk-japan.com)
Founded:	December 2014
Headquarters:	Atago Green Hills MORI Tower 17F 2-5-1, Atago, Minato-ku, Tokyo, Japan
Representative:	Jun Tsusaka
Overview:	NSSK is a group established by professionals who have more than 30 years of experience in investing in major global companies and supporting their portfolio companies in Japan and overseas, with the aim of supporting Japanese companies. As a partner in the promotion of region-based finance for attractive Japanese companies with high potential, it aims to enhance corporate value and contribute to the environment, society, and corporate governance in Japan and beyond by utilizing its investment and management support know-how cultivated on a global stage.

Investment Entity:	Regional Impact Funds (Nippon Sangyo Suishin Kiko Group)
Founded:	June 2019
Headquarters:	Atago Green Hills MORI Tower 17F 2-5-1, Atago, Minato-ku, Tokyo, Japan
Overview:	<p>Regional Impact Funds consist of four funds; Region Vitalization/Business Succession Advancement Investment L.P., Kanto/Higashi-Nihon Region Vitalization/Business Succession Advancement Investment L.P., Chubu/Hokuriku Region Vitalization/Business Succession Advancement Investment L.P., and Kinki/Nishi-Nihon Vitalization/Business Succession Advancement Investment L.P.</p> <p>By comprehensively utilizing NSSK's management resources and regional financial institutions in each region of Japan, NSSK aims to revitalize regional economies by investing in and providing management support to local small and medium-sized enterprises.</p>

Investment Entity:	Bestlife Co., Ltd. (bestlife-ltd.com)
Founded:	September 2004
Headquarters:	MF Tenmabashi Building 6F, 1-7-4 Tanimachi, Chuo-ku, Osaka City, Osaka
Overview:	<p>As its core business, Bestlife operates a reuse business, in which it purchases and sells used brand-name goods. Bestlife operates a total of 29 stores in Osaka, Hyogo, Tokyo, Kanagawa, and Saitama. A strong focus on purchasing enables the stores to operate with low fixed costs. Sales are mainly made to corporate clients leading to short inventory turnover periods and highly efficient operations overall.</p>