

December 26, 2023

## **Sale of Ise Meotoiwa Paradise by NSSK**

Nippon Sangyo Suishin Kiko (“NSSK”, <https://www.nssk-japan.com/>) is pleased to announce that investment partnerships managed or provided with services by NSSK affiliates (collectively, “NSSK I”) completed the sale of all shares of Ise Meotoiwa Paradise Co., Ltd. (“Ise Meotoiwa”, <https://ise-seaparadise.com>) as well as the holding company, NSSK Meotoiwa Co., Ltd., to Sakura Co., Ltd. (“Sakura”, <http://a-sakura.co.jp>).

Founded in 1960 and located in Ise City, Mie Prefecture, Ise Meotoiwa operates “Ise Meotoiwa Fureai Aquarium”, Japan’s first aquarium to offer interactive experiences with marine mammals, and “Ise Meotoiwa Meoto Yokocho,” a commercial facility offering unique experiences characteristic of Ise. Its prime location adjacent to the famed Meotoiwa Rocks and its extensive array of attractions and events featuring marine mammals attract over 800,000 visitors annually. The authentic interactive experiences with marine mammals have been highly acclaimed, with repeat customers accounting for 50% of visitors and a top-three ranking in a national aquarium survey by a travel magazine in 2022.

After NSSK invested in the company in September 2015, NSSK supported Ise Meotoiwa and its management and employees in a variety of roles for more than eight years. This support has utilized NSSK’s management support package, the “NVP” (NSSK Value-Up Program), and has achieved a wide-range of improvements. These include the enhancement of management methods, compliance and governance systems, the practice of ESG principles, the advancement of digital transformation, and the formulation and execution of growth strategies. Key initiatives undertaken include the refining of its financial management through budget control and accelerated monthly closings, streamlining accounting processes, strengthening talent acquisition, incrementally adjusting ticket prices, expanding interactive marine mammal attractions, enhancing media outreach, building a fan base and attracting new customers through YouTube channels, and implementing investments with high ROI and customer satisfaction to drive revenue growth, improve service quality and increase overall profitability.

Headquartered in Kyoto City, Kyoto Prefecture, Sakura is primarily engaged in the real estate business in and around Kyoto City. With a strong track record in real estate, Sakura has diversified into the food and beverage, hotel, and construction design sectors to achieve further corporate growth. Going forward, Sakura plans to build upon the business foundation of Ise Meotoiwa’s and leverage its diverse management resources and expertise for the continued growth and enhancement of its corporate value.

NSSK believes that Ise Meotoiwa, with Sakura’s expertise in tenant management, food and beverage, hotel, and construction design, will achieve further growth and enhance corporate value.

Ise Meotoiwa's significant growth to date is due to the outstanding efforts of all of its employees, and NSSK deeply appreciates the opportunity to work with them. As Ise Meotoiwa graduates from NSSK, NSSK hopes that their experience with NSSK will continue to be a valuable asset and looks forward to maintaining lasting connections, either as NSSK alumni or through ongoing personal relationships.

NSSK's mission is to build a leading alternative asset investment business in Japan by investing in attractive Japanese companies in partnership with management and contributing to the Environment, Society and Governance of Japan and beyond. NSSK's investment strategy is to seek to generate superior outcomes by applying global investment discipline, operating expertise and human capital to Japanese companies originating from our proprietary and differentiated sourcing network.

For more information, please contact:

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<b>Investor Name:</b>	Nippon Sangyo Suishin Kiko ( <a href="https://www.nsskjapan.com/">https://www.nsskjapan.com/</a> )
<b>Founded:</b>	December 2014
<b>Headquarters:</b>	Atago Green Hills MORI Tower 17F 2-5-1, Atago, Minato-ku, Tokyo, Japan
<b>Representative :</b>	Jun Tsusaka
<b>Overview:</b>	NSSK is an independent Japanese alternative investment management company with a focus on Japan. NSSK pursues superior outcomes by applying global investment discipline, operating expertise and human capital to attractive Japanese companies and contribute to the Environment, Society and Governance of Japan and beyond.

<b>Company name:</b>	Ise Meotoiwa Paradise Co., Ltd. ( <a href="https://ise-seaparadise.com">https://ise-seaparadise.com</a> )
<b>Founded:</b>	August 1960
<b>Headquarters:</b>	580 Futamicho E, Ise City, Mie Prefecture
<b>Overview:</b>	Operates the “Ise Meotoiwa Fureai Aquarium” and the “Ise Meotoiwa Meoto Yokocho” commercial facility, located adjacent to the famous Meotoiwa Rocks in Mie Prefecture. This aquarium, which is the first in Japan to offer interactive experiences with marine mammals, attracts over 800,000 visitors annually.