



Press Release

The Longreach Group announces appointments of new Partners

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The Longreach Group (“Longreach” or the “Firm”) today announces the appointments of three new Partners of the Firm: Keitaro “KT” Tsuda, Sonny Chan and Ken Law. Each new Partner represents an internal promotion within the Firm. They join Mark Chiba, Masamichi “Masa” Yoshizawa and Tomoya Sugimoto on the Partnership team.

Keitaro “KT” Tsuda joined Longreach as a Principal in 2018. KT will continue to be a leader on new investment origination and execution, value creation and exits for Longreach’s Japan buyouts.

Sonny Chan joined Longreach as an Executive Director in 2016 and was promoted to Principal in 2017. Sonny will continue to be a leader on Longreach’s Greater China investments and on supporting Japanese portfolio companies’ expansion and value creation initiatives in Asia.

Ken Law joined Longreach in 2018 as Group Chief Financial Officer and his contributions include continued development and institutionalization of the Firm’s operations and finance platform. Reflecting his responsibilities for Firm operations, in addition to being promoted to Partner, Ken will take on the newly created role of Group Chief Operating Officer.

Commenting on these new Partner appointments, Group Chairman and Partner Mark Chiba said, “The entire Firm warmly congratulates KT, Sonny and Ken on their appointments to Partner. We are excited that the combination of continuing, seasoned Firm leadership with the development of the next generation of Partners creates a great senior platform, as we move forward with our investments, capital raisings, and long-term Firm development.”

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Background on The Longreach Group (URL: <http://www.longreachgroup.com/>)

The Longreach Group is an established independent private equity firm with offices in Hong Kong and Tokyo. The firm focuses on Japan and related Greater China control buyouts in the industrial and technology, consumer related, and business services sectors. The firm manages three Funds which have accumulated approximately US\$2.1 billion of committed limited partner and co-investment capital and has a strong track record of portfolio company value creation and realizations.

The Longreach Group Companies include the funds that serve as the investment companies, The Longreach Group Limited, which is based in Hong Kong, and The Longreach Group, Inc. which is based in Tokyo, Japan. The Longreach Group, Inc. collects and analyses data and information concerning the Japanese and Asian markets and assists The Longreach Group Limited in identifying potential investment opportunities.