



28th January 2021

FOR IMMEDIATE RELEASE:

Integral Announces Investment in Primo Japan Inc.

Integral Corporation and its related funds (collectively called “Integral”) are pleased to announce that they have acquired shares of Primo Japan Inc. (“Primo Japan”) by way of share transfer from funds affiliated with The Longreach Group.

Primo Japan is a select order-style bridal jeweler and a leading company in the industry with the largest number of stores in Japan. Primo Japan, mainly with its core brand of I-PRIMO and LAZARE DIAMIND, operates a total of 118 stores in Japan and overseas (88 stores in Japan, 11 stores in Taiwan, 4 stores in Hong Kong, and 15 stores in mainland China). Primo Japan has established a solid position as the largest company in the bridal jewelry market in Japan, and aims to grow further its business in the overseas markets of Taiwan, Hong Kong, and mainland China with leveraging its store management know-how and sophisticated customer services.

Mr. Naoki Sawano, President and Representative Director of Primo Japan, will continue to lead the business, committing to the corporate philosophy of “Making PRIMO (the best) Dreams into PRIMO (Supreme) Happiness”.

Integral, together with the management and employees of Primo Japan, will make use of “i-Engine”, which is a management support functions, and its accumulated management know-how to achieve further growth and expansion of Primo Japan’s business through strengthening its existing business and developing the overseas business and executing other strategic initiatives.

About Integral

Integral (Representative Directors: Nobuo Sayama, Reiji Yamamoto) was founded in September 2007 as an independent Japanese private equity company investing in listed and unlisted companies in Japan. “Integral” stands for “integral calculus—accumulation over time” meaning that the company will strive to establish a relationship of highest trust with the management of invested companies, and will aim to accumulate the highest wisdom over time. Integral makes equity investments from a long-range perspective through its unique “hybrid investment” approach, utilizing both principal and fund money for investment. Subsequent to investment, the company will provide optimal support in terms of management and finance through the “i-Engine” corporate value enhancement team, and will collaborate with the invested company sharing the same objectives and time horizon and seeing eye-to-eye with its management. Integral aspires to be a trusted investment fund, contributing to society through the success of the invested companies.



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