



Capital Partners

MEDIA RELEASE

Sunrise Capital IV acquires Qu'il Fait Bon Holdings

Tokyo, Friday, 19 January 2024: CLSA Capital Partners is pleased to announce Sunrise Capital IV (“Sunrise IV”) today acquired a majority stake in Qu’il Fait Bon Holdings (“Qu’il Fait Bon” or “Company”), a leading nationwide fruit tart manufacturer.

Sunrise IV, is a fund from CLSA Capital Partners that invests in established, mid-cap companies with strong growth potential in Japan. Qu’il Fait Bon operates 11 stores nationwide. The Company has continued to design, manufacture, and provide a wide variety of fruit tarts made with the best quality seasonal fruits as the key ingredient. Qu’il Fait Bon has adopted a consistent approach to customer service centred on welcoming customers with a warm personal approach from the moment they walk into their store to choose their preferred fruit tarts and eventually purchase them through to wishing customers happiness from the experience of eating Qu’il fait Bon tarts.. From this engaging and spirited approach, the Company has been widely acclaimed by a range of customers.

Sunrise IV greatly values the outstanding operational capabilities that have enabled the Company to provide a superior customer experience and strengthen its established brand. Going forward, Sunrise IV will collaborate with the Company to support continued business growth and enhance the management structure to further grow the Company's business, while maintaining the existing core values of Qu’il Fait Bon. Qu’il Fait Bon anticipates gaining further support from its existing customers assisted by Sunrise IV who will proactively work to attract new customers by appealing to a wider demographic.

Following the transaction there will be no material changes to Qu’il Fait Bon’s company or brand names or to its customer-first business operations. From this newly formed partnership, Sunrise IV aims to jointly pursue growth initiatives with the Company management and its employees.

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About Qu'il Fait Bon

"Qu'il Fait Bon" comes from the French meaning "What a bright day!" and is a renowned fruit tart manufacturer with 11 stores nationwide.

For more information about Qu'il Fait Bon visit <https://www.quil-fait-bon.com/info/>

About Sunrise Capital

Sunrise Capital, a Japan-dedicated private equity strategy of CLSA Capital Partners, capitalises on opportunities in the mid-cap buyout sector. Sunrise Capital has developed a unique *body-on* approach, which includes seconding professionals to assist portfolio companies in realising their growth potential, and supporting their overseas expansion through CLSA's global network. Sunrise Capital has raised approximately US\$1.5 billion to date and completed investments in approximately 50 companies including both standalone and follow-on investments since its establishment in 2006.

About CLSA Capital Partners

CLSA Capital Partners is the asset management business of CLSA, Asia's leading capital markets and investment group. Established in 1995, CLSA Capital Partners manages a diversified range of strategies including private equity, real estate, credit and transportation and real assets. From eight offices across Asia-Pacific including Hong Kong, Singapore and Tokyo, the firm's experienced investment teams aim to generate attractive returns for clients while ensuring sustained value creation for portfolio companies and investment partners. For more information, visit www.clsacapital.com. For more information about CLSA visit www.clsa.com.

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