

**Sunrise Capital III divests shareholding in  
LiPLUS Holdings inc.**

Tokyo, Wednesday, 19 March 2025: Sunrise Capital KK is pleased to announce Sunrise Capital III (“Sunrise III”) has today reached an agreement to divest all its shares in LiPLUS Holdings inc. (“LiPLUS” or “Company”) to Kakaku.com, Inc., a listed internet services provider.

Sunrise III, is a fund that invests in established, mid-cap companies with strong growth potential in Japan. LiPLUS is a developer and service provider of a platform that matches end user customers with vendors across a wide range of lifestyle-related areas, such as waste disposal and garden maintenance services to address household problems. Since investment in June 2020, Sunrise III has contributed to the enhancement of LiPLUS’ organizational infrastructure and assisted in the development and growth of the Company’s business. During this time, under the guidance of a capable management team, the Company significantly expanded its presence in the industry by leveraging its unique business model of automated one-to-one matching system paired with referral fees.

Sunrise III is committed to creating medium to long-term value in its remaining portfolio of companies.

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**About LiPLUS**

LiPLUS is headquartered in Tokyo and is a developer and service provider of a platform that matches end user customers with vendors across a wide range of lifestyle-related areas, such as waste disposal and garden maintenance services to address household problems. Their services span nationwide partnering with approximately 24,000 vendors across Japan.

For more information about LiPLUS visit <https://liplus-h.com/>

**About Sunrise Capital**

Sunrise Capital, a Japan-dedicated private equity strategy, 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. Sunrise Capital has raised approximately US\$2 billion to date and completed investments in approximately 50 companies including both standalone and follow-on investments since its establishment in 2006.

For more information about Sunrise Capital visit

<https://www.sunrisecapital.co.jp/>

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