SUNRISE

MEDIA RELEASE

Announcing SYNC Group Ltd.'s alliance with KK Marutome

Tokyo, Tuesday, 30 September 2025: Sunrise Capital KK is pleased to announce Sunrise Capital IV ("Sunrise IV") portfolio company, SYNC Group Ltd. ("SYNC"), has today acquired the "MARUTOME the Juicery" business from KK Marutome ("Marutome" or "Company"), a renowned high end fruit distributor and retailer in Japan, and will establish a new company, Fruits Bell, Ltd. SYNC is the holding company for leading nationwide fruit tart manufacturer, Qu'il Fait Bon Holdings ("Qu'il Fait Bon") and MERCER OFFICE INC., a café restaurant business, which Sunrise IV invested in January 2024 and September 2025, respectively. Following this transaction, Fruits Bell, Ltd. will become a group company under SYNC.

Established in 1912, Marutome is a recognised high-end fruit distributor and retailer with a history of over 100 years, headquartered in Osaka, Japan. MARUTOME the Juicery is a fruit-focused sweets specialty store founded by Marutome, driven by the desire to allow more people to feel joy and happiness from high-quality fruits at a much more affordable price.

The fruits used at MARUTOME the Juicery are delicious even on their own. To fully savor the flavor, aroma, and texture of these special fruit, great emphasis is placed on the ingredients used alongside the fruit, such as the fresh cream, bread, and ice cream in parfaits and fruit sandwiches. The shop currently operates four locations in Osaka and Tokyo.

SYNC highly regards the diverse product development capabilities of MARUTOME the Juicery, operated by Marutome, as well as its organizational strength, and willingness to continuously take on new challenges. Through this partnership, SYNC aims to implement a solid management infrastructure and pursue further growth as a group by realizing group-wide synergies.

SYNC's group company, Qu'il Fait Bon operates 12 stores nationwide. Qu'il Fait Bon has continued to design, manufacture, and provide a wide variety of fruit tarts made with the highest quality seasonal fruit 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, Qu'il Fait Bon has been widely acclaimed by a range of customers.

SYNC will continue to actively pursue M&A opportunities primarily in the confectionery and café restaurant sectors, with the aim of further growth as a group.

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About Marutome

Established in 1912, Marutome is an established high-end fruit distributor and retailer with a history of over 100 years and is headquartered in Osaka, Japan.

For more information about Marutome visit
https://www.marutome.jp/html/page3.html

About SYNC

SYNC serves as a holding company, with its primary role being to manage the corporate functions of group companies and to create synergies within the group.

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 12 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, capitalizes 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 realizing 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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