



January, 30 2020

Attention

This is an unofficial translation of an excerpt of the press release issued on January 30, 2020 by Daiwa Securities Group, Inc.

Daiwa Securities Group, Inc.  
Katana Inc.

## **Daiwa Securities Group and Katana enter into Strategic Partnership**

Daiwa Securities Group, Inc. (President: Nakata Seiji, Headquarters: Chiyoda-ku, Tokyo / “Daiwa”) and Katana Inc. (CEO: Morioka Tsuyoshi, Headquarters: Shinagawa-ku, Tokyo / “Katana”) announced that two parties have decided to enter into strategic partnership. The partnership includes business and capital alliance. Through the partnership, Katana raised fund from Daiwa, the fund that allows Katana to provide capital for businesses it supports in addition to marketing consulting service it currently offers. Daiwa owns minority interest in Katana and Katana’s founding partners own remaining shares. Daiwa highly valued Kanata’s expertise in marketing. Katana remains independent from Daiwa with respect to management decisions and corporate brand, while Daiwa provides all supports needed for Katana.

Founded in 2017, Katana has supported its clients by installing its marketing expertise into clients under its vision “Energize Japan via Marketing & Entertainment.” With the partnership with Daiwa, Katana is now equipped with investment capacity. Combining marketing and investing, Kanata will tackle creation of new businesses and revitalization of existing businesses. For the first shot, Katana has decided to invest in Japan Entertainment Inc. (Representative Director: Kato Takeshi, Headquarters: Naha, Okinawa / “JEI”). As lead investor, Katana will lead JEI’s theme park business in northern part of Okinawa.

Daiwa is aiming to become an integrated securities group with a hybrid business model, providing new value through expansion and strengthening external networks and surrounding businesses, with traditional securities business at its core. Under the strategy, Daiwa has invested in agriculture, energy and infrastructure and real estate businesses which locate mainly in local regions in Japan. With the partnership, Daiwa strengthen its investment in “Regional Revitalization” aiming to vitalize local economy in Japan. Daiwa will raise fund not only by itself but by regions’ financial institutions and investors to invest in the region’s attractions. The investment will create sustainable business that

contributes to “Regional Revitalization.” In addition, Daiwa will help expand Katana’s marketing consulting business by leveraging Daiwa’s broad and deep client base, allowing Katana to contribute more to corporations’ growth.

Daiwa’s management strategy contains Sustainable Development Goals (SDGs) adopted by the United Nations in 2015, and Daiwa aims to develop businesses which contribute to creation of sustainable society. The partnership will contribute to some of the SDGs; Goal 1. No Poverty, Goal 8. Decent Work and Economic Growth, and Goal 11. Sustainable Cities and Communities.

By the collaboration of Daiwa’s expertise in deal sourcing and financing and Katana’s excellence in marketing, Daiwa and Katana will vitalize Japanese economy by helping businesses improve probability of success.

### **Daiwa Securities Group**

As one of the leading, comprehensive financial service firms in Asia, Daiwa Securities Group operates core businesses such as Retail, Global Markets, Global Investment Banking, Asset Management, and Investment. Under our unity within the group, we provide a broad range of services to various clients. Through the “Passion for the Best 2020” medium-term management plan, Daiwa Securities Group is aiming to become an integrated securities group with a hybrid business model, providing new value through expansion and strengthening external networks and surrounding businesses, with traditional securities business at its core. Daiwa Securities Group has developed business in the area of Real Estate, Energy and Infrastructure, Fintech, Healthcare, Agriculture, etc.

### **Katana**

Widely known strategist and marketer for his accomplishment in V-shaped revitalization of Universal Studio Japan in a few years, Tsuyoshi Morioka founded elite marketing group, Katana, in 2017. With its vision “Energize Japan via Marketing & Entertainment,” Katana has supported many clients. Examples include helping regrow a Japanese noodle (Udon) restaurant business, Marukame-Seimen, in half a year, and helping revitalize local theme park, Nesta Resort Kobe (formerly known as Greenpia Miki) in a year. The track records prove Katana’s capability of developing sustainable business even in mature market and in regional areas. <https://katana-marketing.co.jp/>