

## Sunrise Capital II's LIFEDRINK COMPANY Inc. announces appointment of new President and CEO

**Tokyo, Tuesday 27 June, 2017** – CLSA Capital Partners, the alternative asset management arm of CLSA, is pleased to announce Sunrise Capital II's ("Sunrise II") LIFEDRINK COMPANY Inc. ("LDC"), a low-cost beverage manufacturer headquartered in Osaka, has appointed Mr. Hidetaka Sasai as the new President and CEO of LDC. Sunrise II is a CLSA Capital Partners' fund that invests in established, mid-cap companies with strong growth potential in Japan.

## President and CEO

Name: Hidetaka Sasai

Education: March 1991 University of Tokyo, B.A. of Law

August 2000 Columbia Business School, MBA

Work Experience: April 1991 Joined The Sumitomo Bank Ltd

(Currently Sumitomo Mitsui Banking Corporation)

September 1995 Joined Bain and Company (Japan office)

January 2003 Joined Hewlett Packard Japan Co., Ltd

May 2004 Joined Omron Colin KK

(Currently FUKUDA COLIN Co., Ltd)

Appointed Corporate Planning Officer of Omron Colin KK

September 2005 Appointed CEO of Omron Colin KK

April 2009 Joined Industrial Growth Platform Inc.

Appointed Partner & Managing Director

December 2011 Joined Bayer Yakuhin, Ltd

Appointed Executive Officer, Head of Strategy and

**Business Planning** 

March 2014 Joined St. Jude Medical Japan Co., Ltd.

Appointed Representative of Japan

Sunrise Capital II will continue to support the LDC group and collaborate closely with Mr. Sasai to further accelerate growth.

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**NEWS ALERT** 

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**About LIFEDRINK COMPANY Inc. (LDC)** 

LIFEDRINK COMPANY Inc. ("LDC") is a company established following the merger of former Asamiya Co., Ltd. and Meiwa

Co., Ltd. on March 1, 2017 and primarily focuses on the sales and promotion of beverages and other food-related

products. LDC aims to supply high quality, delicious products that will be the preferred choice at any occasion.

For further information on LDC, please visit https://www.ld-company.com/

**About Sunrise Capital** 

Sunrise Capital is a Japan-dedicated private equity strategy, capitalising on opportunities in the mid-cap buyout

sector. Sunrise Capital's unique features include a hands-on approach, in assisting portfolio companies realise their

growth potential, and support with overseas expansion through CLSA's global network. Sunrise Capital has

completed investments in 11 companies since its establishment in 2006.

**About CLSA Capital Partners** 

CLSA Capital Partners is the alternative asset management arm of CLSA, Asia's leading and longest-running

brokerage and investment group. CLSA Capital Partners has more than US\$3 billion under management and offices

across the region, including Hong Kong, Singapore and Tokyo. CLSA Capital Partners offers a diversified and

increasing range of investment strategies managed by a diverse team of industry professionals with expertise in

private equity, banking and finance, law and accountancy and various industry specialisations. For more

information visit www.clsacapital.com

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