

Sunrise Capital III has signed an agreement to acquire BLOOM Group

Tokyo – Monday, 18 March 2019 – CLSA Capital Partners, the asset management business of CLSA, is pleased to announce that Sunrise Capital III (“Sunrise III”) has signed an agreement to acquire BLOOM Ltd. and its affiliated companies (“BLOOM Group” or “Company”), a leading designer, manufacturer and wholesaler of amusement-related products, toys and daily goods in Japan. A fund of CLSA Capital Partners, Sunrise III invests in established, mid-cap companies with strong growth potential in Japan.

Sunrise III will become a majority stakeholder of BLOOM Group and Ms. Toshiko Kuwahara, the current shareholder and founder, will maintain a minority shareholding. There will be no material changes to the Company’s management structure or business operations and Ms. Toshiko Kuwahara will continue to be involved in management and product development. It is anticipated that the transaction will close in early April 2019.

For more than 20 years, the BLOOM Group has designed, manufactured and sold amusement-related products, toys and daily goods. In addition, the BLOOM Group manages specialty shops in Tokyo. The Company has developed and sold soft-textured “Squishy” figures under the brand names of “Bloom” and “iBloom” since 2002. Due to the unique form, soft texture and popular original characters, the brand is much loved not only by children but also their parents. The “Bloom” and “iBloom” toys have also become popular internationally in North America, Europe and Asia, driven by the worldwide penetration of various social networking services.

Ms. Toshiko Kuwahara commented: “Largely driven by the creativity of our designers, we have expanded our business by developing innovative products to the world. We are committed to creating high quality products with a loveable design. In order for these products to endure, we believe it is crucial to further enhance our organization, administrative functions and our design capabilities. We are pleased to expand our business through collaboration with Sunrise III, which has significant expertise in helping businesses to transform and expand overseas.”

Mr. Megumi Kiyozuka, President & Representative Director of Sunrise Capital, commented: “Sunrise III holds the BLOOM Group in high regard for essentially inventing the “Squishy” category and establishing a very prominent brand. The Company’s management and staff have demonstrated a strong will and excellent execution capabilities to deliver products of the highest quality and design for the utmost satisfaction of customers. Sunrise III looks forward to assisting Ms. Toshiko and her accomplished team to further promote the Company’s global vision.”

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About BLOOM Group

The BLOOM Group is a designer, manufacturer and wholesaler of amusement-related products, toys and daily goods. The Company’s products are loved by the public for their creativity and high quality. In 2002, the Company started the “Squishy” business to target elementary and middle school girls. Due to their creative and artistic nature, brand recognition is continuing to rise through social networking services.

Main products:



Stores:



For more information about the BLOOM Group please visit <http://i-bloom-squishy.sub.jp/>

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’s unique features include an extensive “body-on” approach, which includes seconding professionals to assist portfolio companies in realising their growth potential, and support with overseas expansion through CLSA’s global network. Sunrise Capital has raised approximately US\$1 billion to date and completed investments in approximately 30 companies including both standalone and follow-on investments since its establishment in 2006.



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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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