



Capital Partners



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## Sunrise Capital III acquires Assist Inc.

Tokyo – Friday, 26 June 2020 – CLSA Capital Partners, the asset management business of CLSA, is pleased to announce that Sunrise Capital III (“Sunrise III”) has acquired Assist Inc. (“Assist” or “Company”), a leading online provider of solutions to home issues in Japan. Sunrise III, a fund of CLSA Capital Partners, invests in established, mid-cap companies with strong growth potential in Japan.

Driven by its management philosophy, “Resolving Daily Problems Nationwide”, Assist provides solutions to daily household issues by connecting service vendors and customers via its proprietary online platform. The services encompass plumbing, electrics, locksmithing, as well as daily chores such as lawn mowing and house cleaning. Assist contracts quality service vendors through a membership system, which enables it to operate across the whole of Japan. Thanks to its unique online platform in Japan, Assist’s business has experienced fast growth to date, and will continue to further expand.

There will be no material changes to Assist’s management team, company name, brand name and business operations, despite Sunrise III’s acquisition of a majority stake in the Company. Sunrise III will assist in further accelerating growth by providing overall management support to the Company to strengthen their services and enhance their reputation among both customers and service vendors.

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### **About Assist**

Headquartered in the Chiba prefecture, Assist is an online solution provider to daily household problems connecting service vendors with customers via its proprietary platform. Since its inception in 2013, the Company has steadily expanded its business and currently provides solutions to 24 different household issues including plumbing, electrics, lawn mowing and house cleaning. For more information about Assist please visit <https://assist-corp.net/>

### **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 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 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](http://www.clsacapital.com). For more information about CLSA visit [www.clsa.com](http://www.clsa.com).

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