

March 27, 2025  
Cool Japan Fund Inc.

## **Cool Japan Fund invests in Japan Activation Capital II L.P., an investment fund dedicated to driving long-term, sustainable growth and corporate value creation of publicly listed Japanese companies**

Cool Japan Fund, Inc. (CJF) has decided to invest up to 6 billion JPY in Japan Activation Capital II L.P. (the Fund), a fund that invests in publicly listed Japanese companies that are committed to long-term, sustainable growth and corporate value creation, in collaboration with their management team based on a relationship of mutual trust.

The Fund was established and is operated by Japan Activation Capital, Inc. (JAC), a firm dedicated to driving the long-term, sustainable growth and corporate value enhancement of publicly listed Japanese companies. JAC collaborates closely with management teams, fostering strategic partnerships built on trust to unlock the full potential of the company. With a strong commitment to value creation, the Fund invests in a diverse portfolio of companies, including companies involved in developing international demand for attractive products and services unique to Japanese lifestyle and culture.

Historically, CJF has primarily supported startups and non-listed companies. However, recognizing the potential for publicly listed Japanese firms to achieve further growth by tapping into overseas demand, CJF has chosen to invest in the Fund. Investing in publicly listed companies requires significant scale and specialized expertise. JAC is comprised of seasoned professionals from diverse backgrounds with extensive experience in corporate growth strategies across various Japanese industries. By leveraging its knowledge, experience and network, JAC is well-positioned to contribute to the long-term and sustainable growth and value creation of its portfolio companies. Through this investment, CJF will leverage JAC's extensive fund resources, industry knowledge and professional network to support publicly listed Japanese companies that are fostering global demand for attractive products and services unique to Japanese lifestyle and culture.

### **Hiroyuki Otsuka, CEO of Japan Activation Capital, Inc., commented:**

*“At JAC, we are committed to driving corporate value creation as a key shareholder in mid- to large-cap companies listed on the Tokyo Stock Exchange. Our investment strategy is built on deep partnerships with management teams, fostering trust and collaboration to unlock mid- and long-*

term, sustainable growth. By supporting the expansion and success of our portfolio companies, we aim to contribute not only to their individual performance but also to the broader health and development of Japan's economy.

Beyond domestic growth, JAC also specializes in accelerating sustainable overseas expansion. In alignment with CJF's policy-driven mission, we invest in publicly listed Japanese companies that offer attractive products and services unique to Japanese lifestyle and culture. By strategically cultivating international demand, we seek to enhance Japan's global brand equity, create new market opportunities and stimulate further growth. Our ultimate goal is to generate new economic value and drive sustainable growth of the Japanese economy."

### **About Japan Activation Capital, Inc.**

Founded : 2023

Head office : 2-5-17, Minami-Aoyama, Minato-ku, Tokyo

CEO : Hiroyuki Otsuka

Details of business: Investment management and Type-II financial instruments business

Website : <https://japanactivationcapital.com/en/>

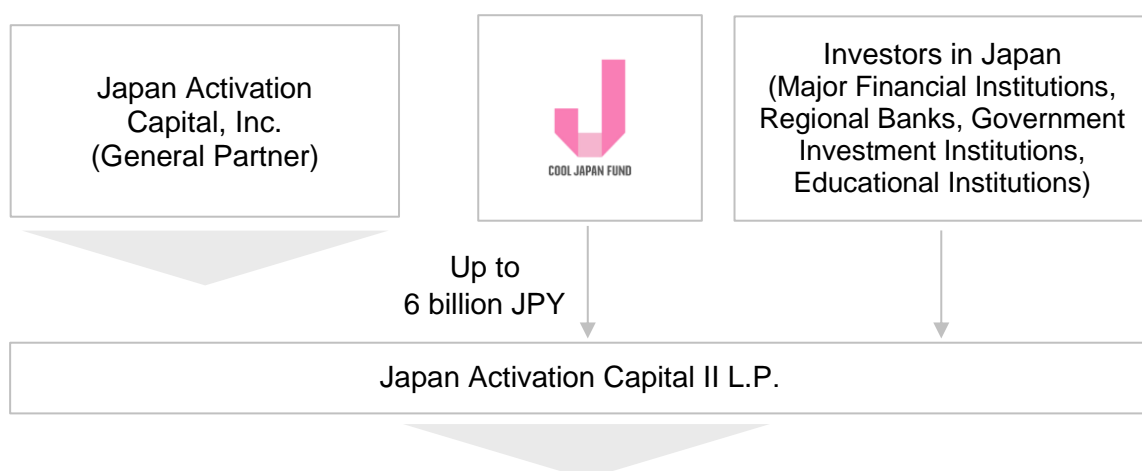
### **About Japan Activation Capital II L.P.**

Founded : March 27, 2025

Head office : 2-5-17, Minami-Aoyama, Minato-ku, Tokyo

Fund Size : Approx. 77 billion JPY

#### (Reference) Project Scheme



Investment in publicly listed Japanese companies to drive long-term, sustainable growth and strengthen corporate value creation

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