

Cool Japan Fund Inc.

Tokyo, June 18, 2019

Cool Japan Fund Inc. invests in East Meets West Fine Wines

Cool Japan Fund Inc. (CJF) acquired a stake in one of Greater China's leading premium wine importers, East Meets West Fine Wines (EMW). This investment is of high strategic importance for CJF and it marks a significant milestone for the development of their portfolio.

Founded in 2003, EMW is currently representing exclusively more than 80 brands from 15 countries and is marketing and distributing wines in over 150 cities across mainland China, Hong Kong and Macau. The company has more than 150 staff and has achieved strong, purely organic, growth over the last 15 years. In 2018 EMW was again awarded best importer in China, for the eight consecutive year, by Wine 100 and is recognized as an industry leader in the wine market in Greater China.

CJF offers an exciting opportunity for EMW to strengthen its resources to support continued growth of its premium wine business and accelerating its development into complimentary beverages such as sake and craft spirits.

"The key point for us is the trust CJF has in our business model and our management team. The combination of EMW's market knowledge, strong distribution network, and CJF's financing, digital marketing, lifestyle and sake & spirits expertise gives us new opportunities and creates synergies. This partnership makes us an even stronger player in the market and creates exciting opportunities for our employees, our customers, and our supplier-partners." said Edouard Duval, Chief Executive Officer of EMW.

"We are very excited with the investment in EMW. It is of high strategic importance for CJF. EMW has been operating with great success for over 15 years in the fastest wine growing market in the world. They have built a leading position in the premium wine segment thanks to a very sharp and a healthy business model and a strong team. CJF sees a great opportunity to join forces to further leverage its excellent marketing platform in China for quality Sake project while to continue the development of EMW's solid wine and spirits business" said Yuji Kato, COO and CIO of CJF.

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