



Permira Appoints Ryo Fujii as Head of Japan and Yoichiro Furuse as Chairman of Japan

Accelerating investment in Japanese Companies with Global Growth Ambitions

Tokyo, July 15, 2015 – Permira, the global investment firm, is pleased to announce the appointment of Ryotaro (Ryo) Fujii as Managing Director and Head of Japan and Yoichiro Furuse as Chairman of Japan. Mr Fujii and Mr Furuse will bring more than 50 years of combined experience in private equity and capital markets in Japan and will be responsible for running Permira's long-standing Japan office in Tokyo and for further developing the firm's activities in the country.

Prior to joining Permira in 2015 as Head of Japan, Mr Fujii was at Kohlberg Kravis Roberts & Co., where he took a leadership role in the private equity team in Asia and was involved in a number of investments including Intelligence Holdings and Panasonic Healthcare. Previously, Mr Fujii was at Goldman, Sachs & Co. in New York and Tokyo working on financial advisory and principal investment activities for various Japanese companies. Prior to that, he served as the Japanese government official at the Ministry of Finance. Mr Fujii received a Bachelor in Law from the University of Tokyo, and a Master of Business Administration from Stanford University Graduate School of Business.

Prior to joining Permira in 2007 as Senior Adviser, Mr Furuse held a number of management positions in leading Japanese companies, including Executive Vice President and CFO at Sanyo Electric and Senior Managing Director at Mazda Motor. Prior to that, Mr Furuse spent 32 years at Sumitomo Bank and served as Member of the Board, Senior Executive Director. Currently Mr Furuse serves as Chairman of the Board at Akindo Sushiro, as Non-Executive Director at Nitto Denko and Global Logistic Properties Limited (Singapore), as Senior Adviser at Lincoln International, and as President of Genki Nougyou Kaihatsu Kiko, an incorporated non-profit organization. Mr Furuse received a Bachelor in Law from Osaka University and a Master of Business Administration from the Kellogg School of Management, Northwestern University.

The appointment of Mr Fujii as Head of Japan and Mr Furuse as Chairman of Japan shows the firm's strong commitment to the market, and is part of the firm's long-term strategy to continue to strengthen Permira's presence and to capture investment opportunities in leading Japanese businesses with global growth ambitions.

Permira has been active in Asia for the last 10 years. The Asian team is led by Head of Asia Alex Emery and spread across three offices: Tokyo (since 2005), Hong Kong (since 2008) and Seoul (since 2013). Over the past decade the Permira funds have deployed more than €1.8 billion of capital in Asia in 4 investments to date, including Akindo Sushiro, the market-leading sushi chain operator in Japan and the leading global agrochemical company Arysta LifeScience. Other investments in Asia have included Macau-based Galaxy Entertainment Group and fixed satellite operator Asia Business Satellite.

Alex Emery, Head of Asia for Permira, commented:

"We are delighted to have Ryo Fujii and Yoichiro Furuse lead our team in Japan. Mr Fujii's expertise in global private equity and capital markets and Mr Furuse's experience in senior management positions in leading Japanese companies will be invaluable as we continue to grow Permira's 10-year old franchise in Japan. Both will play a key role in expanding our network and sourcing proprietary investment opportunities in the Japanese market and we look forward to welcoming them to our broader Asian team."

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About Permira

Permira is a global investment firm that finds and backs successful businesses with ambition. Founded in 1985, the firm advises funds with a total committed capital of approximately €25 billion. The Permira funds make long-term investments in companies with the objective of transforming their performance and driving sustainable growth. In the past 30 years, the Permira funds have made over 200 private equity investments in five key sectors: Consumer, Financial Services, Healthcare, Industrials and Technology. Permira employs over 200 people including 120 investment professionals in 14 offices across North America, Europe, the Middle East and Asia. For more information visit: www.permira.com