

May 13, 2024  
Marunouchi Capital Inc.

Marunouchi Capital Inc. Announces Strategic Partnership with SUNNY SIDE UP GROUP Inc.

Tokyo, May 13, 2024 – Marunouchi Capital Inc. (“MCAP”) is pleased to announce that MCAP has entered into a strategic partnership agreement (“this partnership”) with SUNNY SIDE UP GROUP Inc. (“SUNNY SIDE UP GROUP”), a PR communication group that offers solutions to issues of wide range of companies, organizations and the society by combining various communication tactics based on PR ideas along with a spirit to create social movements.

MCAP has provided support to portfolio companies in retail and other areas to enhance their corporate value through planning and executing growth strategies and performance improvement measures. MCAP has collaborated with SUNNY SIDE UP GROUP in many situations, all of which complemented MCAP’s knowledge and expertise of branding and PR strategies. This partnership will not be limited to collaboration in branding and PR communication but will explore collaboration in wide range of marketing activities of various stages. MCAP strives to further enhance the corporate value of the portfolio companies and promote future investment activities.

MCAP has invested in high-end food retail and food service industries such as Seijo Ishii, IM Food Style, Miuraya, AKOMEYA TOKYO, Cypress and Toa Trading. MCAP will continue to leverage its knowledge and expertise obtained through its unique investments, make maximum use of this partnership as well as Mitsubishi Corporation network’s domestic and overseas resources of the retail sector and proactively pursue further opportunities to support business management and business expansion of these industries through capital participation.

About SUNNY SIDE UP GROUP Inc.

Headquarter : JPR Sendagaya Building, 4-23-5 Sendagaya, Shibuya-ku, Tokyo  
Representative : Etsuko Tsugihara (President)

With the slogan of “Let’s have fun,” SUNNY SIDE UP GROUP has been engaged in PR and overall communication activities for various companies and organizations. In 2008, SUNNY SIDE UP GROUP was listed on the stock exchange and in 2020, transitioned to a holdings management system. SUNNY SIDE UP GROUP is a PR communication group that offers solutions to issues of the society, wide range of companies and organizations by using various communication tactics based on PR ideas.

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About MCAP

Main Operations : Investment and asset management, investment advisory services

Headquarter : 6F Kokusai Building, 3-1-1 Marunouchi, Chiyoda-ku, Tokyo 100-0005, Japan

Representative : Masanobu Fujita, President & CEO

Shareholder : Mitsubishi Corporation 100%

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