

## **Capital Participation in IZAWA TOWEL co.,ltd.**

JAFCO Group Co., Ltd. (Headquarters: Minato-ku, Tokyo; Shinichi Fuki, President&CEO) made capital participation in IZAWA TOWEL co.,ltd. (Headquarters: Shibuya-ku, Tokyo; Shoji Izawa, President & CEO) as a strategic partner through JAFCO Group-managed funds (JAFCO SV6 Investment Limited Partnership and JAFCO SV6-S Investment Limited Partnership; hereafter collectively referred to as “JAFCO”).



Under the mission of “Contribute to society with new values as a Game Changer,” IZAWA TOWEL has been challenging fixed norms and creating the future towel market by continuing to pursue new balance between quality and price in the field of towels and related items based on basic research and technological innovation.

IZAWA TOWEL has maintained its policy to carry out the entire process of towel manufacturing in-house from market research/ R&D to manufacturing. It manufactures towels with optimal size/ design/ functionality that meet detailed customer needs by selecting desirable materials from about 5,000 materials. With the aim of commercializing products designed/ planned in-house, IZAWA TOWEL is constantly exploring the possibility of towels as a towel manufacturer standing at the precise perspective of a researcher and a genuine perspective of consumers by way of washing a towel over 100 times and conducting durability surveys, water absorption tests, etc. In addition to such in-house efforts, it is also working on production management DX and sustainable product development incorporating decarbonization/ recycling technologies through alliance with other companies.

As a strategic partner of IZAWA TOWEL, JAFCO will leverage its accumulated management support expertise, extensive network and insight into cutting-edge technologies/ services of startup companies to further enhance the features of IZAWA TOWEL’s excellent products and support sustainable growth of “The new IZAWA TOWEL” by expanding into the global market.

**About IZAWA TOWEL co.,ltd.**

Company name	IZAWA TOWEL co.,ltd.
Website	<a href="https://www.izawa-towel.com/en/">https://www.izawa-towel.com/en/</a>
Location	1-26-6 Ebisu-nishi, Shibuya-ku, Tokyo 1500021, Japan
Business Description	Manufacture/ sale of towel products in general (face towels, bath towels, wet hand towels, towel blanket, towel sheets, etc.)

**About JAFCO Co., Ltd.**

Company name	JAFCO Co., Ltd.
Website	<a href="https://www.jafco.co.jp/english">https://www.jafco.co.jp/english</a>
Location	24F Toranomom Hills Mori Tower, 1-23-1 Toranomom, Minato-ku, Tokyo
Business Description	Largest venture capital firm in Japan with over 1,000 portfolio IPOs. Also experiences of 20 years in buyout investment and over 30 years in overseas venture investment.