



Reimei Global Advisors acted as the exclusive financial advisor to certain minority shareholders (the “Selling Minority Shareholders”) in their sale of Oak Lawn Marketing, Inc. (“Oak Lawn” or the “Company”) common shares.

- Established in 1993, Oak Lawn Marketing, Inc. is a direct-marketing operator offering overseas hit products to the Japanese market under its “Shop Japan” brand. As part of its omni-channel sales approach, Oak Lawn markets its products through TV shopping, E-commerce retailing, mobile shopping, and catalogue & print media channels. In April 2009, NTT DOCOMO, Inc. acquired a 51% stake in Oak Lawn, which it continues to hold as the Company’s majority shareholder.
- Reimei Global Advisors executed the transaction as the exclusive financial advisor to the Selling Minority Shareholders.
 - Reimei Global Advisors had also acted as the exclusive financial advisor to other selling minority shareholders in 2016.
- Reimei Global Advisors is a full-service M&A advisory firm focused on providing first-class services to assist our clients in realizing strategic growth and long-term value creation.
- Since its inception in 2012, Reimei Global Advisors has closed 12 transactions in total, with approximately USD 2 BN in transaction value.

MINORITY SHAREHOLDERS

**Sold
common shares of**

 **OAK LAWN MARKETING**

**2020
Advisor to the Selling Minority
Shareholders**

**REIMEI
GLOBAL**

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