



April 30, 2021
Unison Capital, Inc.

Notice Regarding Acquisition of DAYTONA INTERNATIONAL

It is with great pleasure to announce that on April 30, 2021, Unison Capital Partners V, LPS and Unison Capital Partners V(J), L.P. (collectively, “Unison”) have completed the acquisition of DAYTONA INTERNATIONAL Co., Ltd. (“DAYTONA INTERNATIONAL” or the “Company”).

Founded in 1986, DAYTONA INTERNATIONAL is a specialty apparel retailer engaged in the distribution of apparel and related products through its network of 53 directly operated stores across Japan, as well as e-commerce channels. Headlined by the “FREAK’S STORE” brand, the Company’s brands are uniquely positioned and enjoy strong support and loyalty from its customers.

Unison aims to support DAYTONA INTERNATIONAL’s growth across multiple channels by strengthening its corporate infrastructure.

Contact

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