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Company	Japan Investment Adviser Co., Ltd.
Representative	President & CEO Naoto Shiraiwa (TSE Prime Market, Stock Code: 7172)
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Notice of Regarding New Investment for the Private Equity Investment Business ~Asabiraki Co., Ltd.~

Japan Investment Adviser (JIA) Group hereby announce that a fund managed by the JIA Group has acquired all shares of Asabiraki Co., Ltd. (hereinafter referred to as “Asabiraki”) as a new investment company. The JIA Group has realized the IPOs of ten companies and M&A exits for two companies so far. (※)

(※ Reference) Investee companies of the JIA Group: <https://www.jia-ltd.com/en/business/privateequity/>

1. Purpose of the investment

The Murai Family of Asabiraki, which is descended from the Takashima merchants in Ōmi Province, produced merchants until the third generation, and then samurai warriors of Nanbu Domain from the fourth generation as they were allowed to have a surname and carry a katana (sword). Their culture has been inherited from generation to generation until today. In 1871, Genzotsuneaki Murai the Seventh started brewing sake in Nataya-cho, Morioka, while putting the resolution to embark on a new era after breaking away from Japanese chivalry amid the significant transformation called Meiji Restoration into the makurakotoba “Asabiraki” in a poem regarding the departure of a ship included in Man'yōshū (Collection of Ten Thousand Leaves).

Iwate Prefecture is the birthplace of “Nanbutoji,” the largest group of sake brewers, and group members are still working in sake breweries around Japan. The former sake brewer Masahiko Fujio of Asabiraki is one of representatives of Nanbutoji, and was chosen as a “Contemporary Master,” and received the Medal with Yellow Ribbon. At National New Sake Appraising and Deliberating Fair, they have received the largest number of gold awards since the Heisei Period. At present, they brew sake under the supervision of the successor Akira Urata. In 2026, they received the grand prix in the main section of “the Fine Sake Award Japan.”

The JIA Group focuses on the fact that Japanese sake has been highly evaluated around the world in recent years and it has great growth potential in the export market. The high-quality sake brewing techniques nurtured by Asabiraki, which boasts many awards at appraisal fairs, and the brand competitiveness as a sake brewery representing Iwate are expected to contribute significantly to market growth. The JIA group acquired all shares of Asabiraki to support the further growth of their business, while there was no successor. Then, The JIA group will

invest in multiple sake breweries, including MARUYAMA BREWING Co., Ltd., in which the JIA group has already invested, and then establish “Sake Brewery Fund.”

2. Overview of

(1) Company Name	Asabiraki Co., Ltd.
(2) Address	10-34 Daijiji-town, Morioka-city, Iwate
(3) Name and title of representative	Chairman and Representative Director Koji Murai
(4) Description of Business	Brewing and sales of sake
(5) Establishment	1871
(6) Homepage	https://www.asabiraki-net.jp/

3. Future outlook

The impact of this matter on the JIA Group’s business performance is minor at this moment.

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