



November 15th, 2024

For Release:

Phronesis Partners Co., Ltd.

### Divestiture of Beaumind Corporation Shares

New Paradigm Fund No.1 Investment Limited Partnership (“the Fund”) which is managed by Phronesis Advisors LLP (\*), has divested all outstanding shares of Beaumind Corporation (“Beaumind”, headquarter in Shibuya-ku, Tokyo, Representative Director Mr. Akira Suzuki) effective November 15<sup>th</sup> 2024 to an investment fund managed by Japan Investment Fund Inc.

Beaumind opened its first eyelash extension salon in 2005 and, as a pioneer of the industry, has grown significantly into a leading company providing eye and nail beauty services. Following the Fund’s acquisition in December 2019, Beaumind established their vision to become “a company selected by its clients and employees” and since, has successfully improved their quality of service and working environment. Benefiting from the expanding demand for eyebrow service, the number of salons has expanded from 28 to 44.

We hope for Beaumind’s further growth with support from its new shareholders.

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