

Cool Japan Fund Inc.
Tokyo, August 7, 2020

Cool Japan Fund's Additional Support for EMW Group Contributes to the Expansion of the Distribution of Japanese Sake in China

Cool Japan Fund (CJF) has decided to give additional support through establishing a loan facility to EMW Group*(EMW). EMW is a company that is expanding the wholesale business of wine, liquor and drinks in Greater China, including Hong Kong and Macau.

EMW is an exclusive Chinese distributor of 80 wineries from 15 countries, and is one of China's leading wine wholesalers with a network of over 3,500 clients centered on luxury hotels and restaurants in over 150 cities around China. The strength of EMW is to provide events, educational programs, and the development and marketing of wine in China. CJF acquired an interest in EMW in June 2019 to construct a distribution and sales platform for Japanese sake in China using EMW's industrial know-how.

After the investment, EMW continued to grow. In 2019, it recorded sales higher than in 2018, and also began preparations for a Japanese sake project with CJF's support by repeatedly consulting with various wineries. In September of this year, EMW will begin handling Japanese sake in China as part of EMW's product line-up. They will start sales of Sake as the first round with Japanese sake from the brewery Sakura Masamune from Kobe, Hyogo prefecture, and will expand sales of sake from other breweries in the near future. For more information, please refer to EMW's following homepage for the latest information.

EMW homepage: <https://www.emw-wines.com/news#383>

In light of this, CJF has decided that EMW will continue to establish itself as a company that contributes to the growing presence of Japanese sake in the Chinese market, while dealing with the business environmental changes caused by COVID-19. Thus, it has made an additional financial support to EMW with the goal of strengthening its financial affairs.

Reference) Cool Japan Fund Press Release (June 18, 2019)

"Cool Japan Fund Inc. Invests in East Meets West Fine Wines"

https://www.cj-fund.co.jp/en/files/press_190618-en.pdf

* This group is made up of the holding company, Trio Corporation International Limited (headquarters: Hong Kong), and the three wholly-owned subsidiaries, EMW Shanghai, EMW Hong Kong, EMW Macau.