

November 14, 2022
Cool Japan Fund
(Cool Japan Fund Inc.)

Cool Japan Fund invests in 4P's, which operates a chain of Japanese Italian pizza restaurants "4P's" incorporating Japanese ingredients in Vietnam and Cambodia and serves as a platform for the global expansion of Japanese food culture

Cool Japan Fund (CJF) has decided to invest around 10 million USD into 4P's Holdings Pte. Ltd. (4P's), which operates a chain of Japanese Italian pizza restaurants "4P's" incorporating Japanese ingredients in Vietnam and Cambodia.

Vietnam is an attractive market, with a population of nearly 100 million people. It is also a very young country, with an average age of 31, and boasts a stable economic growth rate. Further, Vietnam is friendly with Japan, and Japanese food culture is expected to become more popular and widespread in the country. Meanwhile, in neighboring Cambodia, Japanese food has yet to catch on.

CJF positions Japanese food culture as a key area for investment, and has also made various investment in the Asia region to create a cold chain for Japanese ingredients and expand distribution of Japanese sake, for example.

Through this investment, CJF will help create a platform for Japanese ingredient manufacturers and breweries to expand overseas, especially in Vietnam, and will help spread the word about Japanese food culture. This investment will also have ESG angle through support for the management of environmentally friendly restaurants and will help promote the SDGs in the Asia region.

4P's was established in 2011 by Mr. Yosuke Masuko and Ms. Sanae Takasugi.

4P's currently operates 28 restaurants offering Japanese-Italian fusion cuisine in Vietnam and Cambodia. Based on the concept of "Earth-to-People", the restaurant chain is highly rated by customers for its insistence on healthy and organic ingredients and its attentive Japanese-style customer service with "Omotenashi" as a core value. The restaurants use Japanese ingredients such as scallops and matcha and are recognized as Japanese pizza restaurants among local consumers.

In addition, 4P's has a cheese factory and two central kitchens and is also engaged in the retail products business, selling in-house frozen food products and cheese through five-star restaurants and hotels, high-end supermarkets and e-commerce.

4P's is also committed to the SDGs, issuing a sustainability report summarizing actions taken to address them including sourcing sustainable ingredients, making effective use of whey, a by-product of cheese production, actively working to recycle waste, and taking the job satisfaction of employees and diversity into consideration.

About 4P's Holdings Pte. Ltd.

Founded : 2011

Head office : Singapore

CEO : Yosuke Masuko

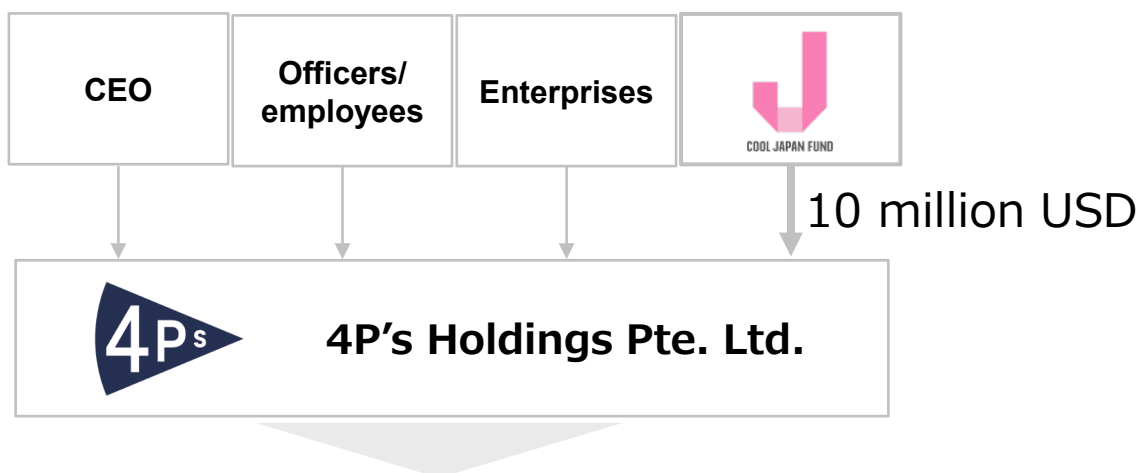
Details of business: Dining restrant, Retail products business

Website : <https://pizza4ps.com/>

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Project Scheme



Platform for the global expansion of Japanese ingredients

Charastaristics of 4P's

① Japanese ingredients × Pizza

- Incorporates Hokkaido scallops and organic Japanese sake into its menus
- Frequently disseminates information on its selection of ingredients in a blog



② Earth-to-People

- Sources organic vegetables from contracted farmers
- Creates a space to thank for blessings from the earth



③ Omotenashi and restaurant design

- Customer service focused on Japanese-style hospitality *Omotenashi*
- Restaurants designed by Japanese architects using natural materials



④ SDG-focused operations

- Issuance of sustainability report, holding of pizza workshops, operation of restaurants based on zero waste concept to reduce food loss, etc.

