

March 28, 2023
Endeavour United Co.,Ltd.

Acquisition of Wakamatsu Group completed by Endeavour United

We announced today that Endeavour United III Investment Business Limited Partnership, a fund under management of Endeavour United Co., Ltd. (“EU”), has acquired Wakamatsu Co., Ltd., and its affiliate companies (“Wakamatsu Group”) on March 27, 2023.

Wakamatsu Group operates 110 barber shops and beauty salons under the brand name “Riyou Service”, “IN THE BARBER”, “HAIR’S GATE” and “WITH HAIR” in Kinki and Chubu areas. Despite the industry’s 2 trillion-yen market size, the share of the large barber shop and beauty salon chains remain a few percent. Nevertheless, as a part of the large chains, Wakamatsu Group has been steadily expanding its business since its first store opened in 1983, by gaining local customer’s reputation under the philosophy “Establish customer’s trust and contribute local communities through the barber and beauty salon industry”.

EU will support Wakamatsu Group its sustainable development, which means to win more customer’s trust and contribute to local communities and to provide comfortable working environment that employees will be proud as well.

<Wakamatsu Group>

Company Name: Wakamatsu Group (Wakamatsu Co., Ltd., and its affiliated companies)
President: Ko Mikami
Company Address: 1414-2, Kanaoka-cho, Kita-ku, Sakai-shi, Osaka, Japan