

29th May 2025

MACP Announces Business Alliance with Shizuoka Shimbun and Shizuoka Broadcasting

- First "Regional Co-creation Project" in the Chubu Area Starts in Shizuoka Prefecture

M&A Capital Partners Co., Ltd. (Chuo-Ku, Tokyo, President & CEO: Satoru Nakamura, hereinafter referred to as "MACP") is pleased to announce that on May 29, 2025, as the ninth installment of the 'Regional Co-creation Project,' an initiative to spread awareness of 'options for business succession and growth' with national newspaper companies, it has signed a business alliance agreement with the Shizuoka Shimbun (Headquartered in Shizuoka City, Shizuoka Prefecture; President: Nobuaki Osuga; hereinafter referred to as 'Shizuoka Shimbun') and Shizuoka Broadcasting System (Headquartered in Shizuoka City, Shizuoka Prefecture; Managing Director: Tomoyasu Taniguchi; hereinafter referred to as 'Shizuoka Broadcasting'), launching the 'Regional Co-creation Project' in Shizuoka Prefecture.



第9弾

静岡新聞 SBS × M&A CAPITAL PARTNERS

静岡経済の さらなる活性化を。

静岡新聞社・静岡放送と
“事業承継・事業成長の選択肢”を
広めていく取り組み。

MACP Group Local co-creation Project
地域共創プロジェクト

■Background of the alliance

Shizuoka Prefecture has thriving manufacturing, agriculture, and tourism industries, with a concentration of industries that boast high notional market shares, particularly in transportation machinery, electrical machinery, and food processing. It is also blessed with tourist attractions such as Mount Fuji and the Izu Peninsula. While these regional medium and small businesses support the local economy, issues such as the rising average age of business owners due to an aging population and the lack of successors are becoming increasingly severe.

According to the '2024 White Paper on Small and Medium Enterprises' by The Small and Medium Enterprise Agency, the average age of business owners in Shizuoka Prefecture is about 63.6 years old, which is higher than the national average (about 62.6 years old), indicating that the aging of business owners is progressing.

Furthermore, according to Teikoku Databank's 'Survey on Successor Issues in 2024,' approximately 57.3% of companies in Shizuoka Prefecture reported that they do not have a successor, which is higher than the national average of about 54.0%. Finding successors is challenging, particularly in the manufacturing industry, and the number of companies facing the need for business succession is expected to increase rapidly within the next 5 to 10 years.

Suppose business succession does not progress due to the aging of business owners and the absence of successors. In that case, many will be forced to close, resulting in the loss of locally rooted high-tech industries, employment opportunities, and business relationships.

The impact of such situations on the entire regional economy is immeasurable, and urgent action is required. MACP and Shizuoka Shimbun & Shizuoka Broadcasting have been conducting information dissemination activities, such as seminars within the prefecture, to raise awareness among business owners about business succession and growth.

At the 'Shizuoka Business Leaders Forum' co-hosted in 2024, we received applications and participation that significantly exceeded capacity, which made us aware of the high level of interest among business owners in the prefecture in business succession and growth through M&A.

This time, we have decided to further strengthen the collaboration between the two companies and conclude a business alliance. We believe that offering diverse options for business succession and growth, including mergers and acquisitions (M&A), to business owners who support the regional economy of Shizuoka Prefecture is key to regional revitalization. This alliance will combine MACP's extensive M&A advisory experience with the communication power and credibility of Shizuoka Shimbun and Shizuoka Broadcasting.

■Overview of the Partnership

As the ninth installment of the "Regional Co-creation Project" with national newspapers announced on October 4, 2023, we have entered into a business alliance agreement with the Shizuoka Shimbun and Shizuoka Broadcasting, the most influential media outlet in Shizuoka Prefecture, to promote "options for business succession and growth."

We will strengthen our information dissemination efforts to raise awareness about 'options for business succession and growth' in Shizuoka Prefecture. We will also implement initiatives to receive referrals from companies facing business succession challenges, growth strategies, and corporate revitalization. *¹

*¹ Corporate restructuring is handled by MACP Group's Mirai Financial Planning Co., Ltd.

■First Initiative Following Business Alliance - Hosting Free Online Seminar to Commemorate Partnership

In conjunction with this business partnership, the Shizuoka Shimbun, Shizuoka Broadcasting and MACP will co-host a free online seminar commemorating the alliance on Tuesday, June 24, 2025, from 14:00 to 15:00. The seminar, aimed at business owners in Shizuoka Prefecture, will provide in-depth insights into 'M&A as Merely One Option for Business Succession.'

▼ Details of the Free Online Seminar Commemorating the Business Alliance

<https://www.ma-cp.com/seminar/20250624/>

■Company overview

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Established: October 2005

Business: M&A brokerage business

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