

August 28, 2025

MACP Announces Strategic Partnership with the TV Tokyo Group**Launch of the First “Regional Co-Creation Project” with a Major Commercial TV Network Group**

M&A Capital Partners Co., Ltd. (MACP), headquartered in Chuo-ku, Tokyo and led by President Satoru Nakamura, is pleased to announce the launch of the 16th installment of its “Regional Co-Creation Project,” aimed at expanding options for business succession and growth. On August 28, 2025, MACP entered into a strategic business partnership with TV Tokyo MediaNet Inc., a member of the TV Tokyo Group, marking the first collaboration of this kind with a major commercial TV network group.

**■ Background of the Partnership**

Japan’s economy has long thrived through the mutual development of diverse industries such as manufacturing, services, and commerce. With the advancement of transportation and logistics infrastructure, domestic and international trade has flourished, establishing Japan as one of the world’s leading economic powers.

However, the issue of successor shortages among small and medium-sized enterprises (SMEs) has become increasingly severe. According to Teikoku Databank, more than half of companies nationwide lack a designated successor, particularly among SMEs that support regional economies. Aging business owners in key industries such as manufacturing, wholesale, and services face urgent succession challenges. Without successors, the risk of business closures rises, potentially impacting employees, business partners, and local economies.

The loss of accumulated technologies and know-how would be a significant blow to Japan’s overall economic strength. It is therefore essential for business owners to begin succession planning early, considering various options including successor training and M&A. M&A is gaining recognition as a viable alternative to family or employee succession, helping preserve businesses and promote growth.

Recognizing this situation, MACP and the TV Tokyo Group have agreed to collaborate in disseminating information and raising awareness among business owners nationwide. By combining MACP's extensive M&A advisory experience with the TV Tokyo Group's trusted and influential economic media presence, the partnership aims to present diverse succession options and contribute to the sustainable growth of Japan's economy.

■ Overview of the Partnership

This partnership follows MACP's October 2023 collaboration with national newspapers and represents a new initiative involving television media. By leveraging the TV Tokyo Group's strong presence in business and economic broadcasting and MACP's proven M&A expertise, the project will deliver valuable insights on succession and growth strategies to a wide range of business owners.

TV Tokyo Group has produced and aired the terrestrial TV program "THE Business Succession – Keep the Flame Alive!", sponsored solely by MACP, which showcases real-life succession stories and the thoughts of business owners across Japan. In February 2024, a special seminar titled "Keep the Flame Alive!" held in Tokyo with MACP's sponsorship attracted far more attendees than expected, demonstrating the growing interest in succession-related content among business leaders.

Moving forward, the partnership will further enhance awareness through these media initiatives and actively introduce companies facing challenges in succession, growth strategy, or corporate revitalization.*

(*Corporate revitalization will be handled by Mirai Financial Planning Co., Ltd., a member of the MACP Group.)

■ Company Overview

Company Name: M&A Capital Partners Co., Ltd. (Listed on the Tokyo Stock Exchange Prime Market, Securities Code: 6080)

Location: 36th Floor, Yaesu Central Tower, Tokyo Midtown Yaesu, 2-2-1 Yaesu, Chuo-ku, Tokyo

Representative: President Satoru Nakamura

Established: October 2005

Business Description: M&A brokerage services

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