

September 29, 2025

MACP Announces Strategic Partnership with The Ehime Shimbun**Launch of the First “Regional Co-Creation Project” in the Shikoku Area**

M&A Capital Partners Co., Ltd. (Headquartered in Chuo-ku, Tokyo; President: Satoru Nakamura; hereinafter “MACP”) is pleased to announce that on September 29, 2025, it entered into a business partnership agreement with The Ehime Shimbun Co., Ltd. (Headquartered in Matsuyama City, Ehime Prefecture; President: Reishi Kato; hereinafter “Ehime Shimbun”) as the 21st installment of its “Regional Co-Creation Project.” This marks the launch of the first such initiative in the Shikoku region, aimed at expanding awareness of business succession and growth strategies.



第21弾 愛媛新聞社 × M&A CAPITAL PARTNERS

愛媛経済の
さらなる活性化を。

愛媛新聞社と“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 Partnership

Ehime Prefecture, facing both the Seto Inland Sea and the Uwa Sea, enjoys a mild climate and abundant marine resources. It is home to thriving industries in agriculture, forestry, fisheries, manufacturing, and tourism. Known as the “Citrus Kingdom,” Ehime ranked first nationwide in both citrus harvest volume and variety in 2021. In fisheries, the prefecture has led the nation in farmed red sea bream production since 1990, accounting for over half of Japan’s total output since 2006. These achievements have fostered local branding and export growth, enhancing the region’s capacity to attract external demand.

In manufacturing, Shikokuchuo City—dubbed the “City of Paper”—anchors Ehime’s pulp and paper industry, which ranks second nationwide in shipment value. Imabari City and surrounding areas form a major shipbuilding cluster, with a concentration of companies involved in components, outfitting, and repairs. This ecosystem

enables agile responses to diverse domestic and international shipping needs.

Ehime's economy is supported by a diverse industrial structure spanning primary (agriculture, forestry, fisheries), secondary (manufacturing), and tertiary (tourism and services) sectors. These interconnected industries collectively drive regional economic vitality.

However, many small and medium-sized enterprises (SMEs) in Ehime face challenges such as aging leadership and a lack of successors. According to Teikoku Databank, 61.4% of businesses in Ehime lack a successor—exceeding the national average. Without proper succession planning, closure becomes the only remaining option, posing risks such as job loss, disruption of supply chains, and the disappearance of local culture, technologies, and expertise.

MACP and Ehime Shimbun have previously collaborated on seminars and awareness initiatives to promote business succession and growth strategies among local business owners. The “Shikoku Business Leaders Forum 2023 Ehime,” co-hosted in 2023, received an overwhelming number of applications, underscoring the strong interest among local business leaders.

Through this partnership, both companies aim to further accelerate efforts to provide SME owners in Ehime with a broader range of options for business succession and growth, including M&A. By combining MACP's extensive advisory experience with Ehime Shimbun's trusted local media presence, we will contribute to the sustainable development of the regional economy.

■ Partnership Overview

As the 21st installment of MACP's “Regional Co-Creation Project,” announced on October 4, 2023, we have entered into a strategic partnership with Ehime Shimbun—the most influential media outlet in Ehime Prefecture—to promote awareness of business succession and growth options.

Going forward, we will strengthen information dissemination in Ehime and collaborate to identify and support companies facing challenges in succession, growth strategy, or corporate revitalization.*

*Note: Corporate revitalization support will be provided by Mirai Financial Planning Inc., (to be renamed Mirai Financial Advisory Services Co., Ltd. as of October 1, 2025) a member of the MACP Group.

■ First Initiative Following the Partnership – Commemorative Free Online Seminar

To commemorate the partnership, MACP and Ehime Shimbun will co-host a free online seminar on Thursday, November 20, 2025, from 14:00 to 15:00. The seminar will provide valuable insights for business owners in Ehime on “M&A as One Option for Business Succession.”

▼ Seminar Details

<https://www.ma-cp.com/seminar/20251120/>

■ Company Information

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PRESS RELEASE



Representative: President Satoru Nakamura

Established: October 2005

Business Description: M&A brokerage services

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