

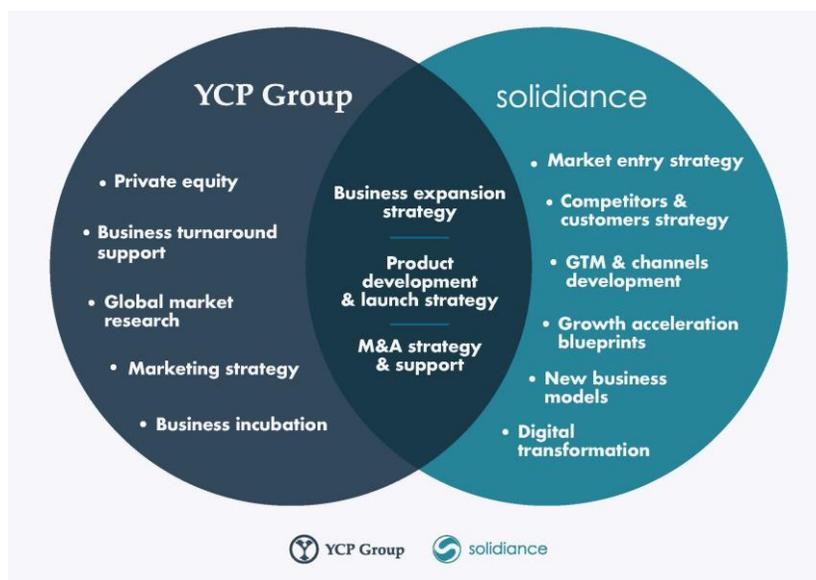
YCP Group and Solidiance merge to become “YCP SOLIDIANCE”

Hong Kong, March 2019. YCP Group (“YCP”), a Hong Kong-headquartered corporate advisory and private equity firm, joins forces with Solidiance (“Solidiance”), an Asia-focused strategy consulting firm. Effective 1st March 2019, both firms will operate under the umbrella of one name, “**YCP SOLIDIANCE**”.

“The new name - **YCP Solidiance** - most effectively reflects the combined and unique identities of the two entities, while minimizing potential confusion from the changes, and leveraging the brand equity of the two legacy company names. This merger combines the strengths and competencies from both companies and their amazing teams to provide a wider spectrum of high impact advisory services to a larger client base”, said **Damien Duhamel**, CEO & Managing Partner of Solidiance - who now leads YCP Solidiance’s management consulting service worldwide.

The strategic decision of this merger was born out of the ambition of both firms to become the leading professional services and advisory firm in Asia, and to capitalize on the promising growth of the consulting industry in Asia , which is projected to exceed USD 50 billion. “YCP is a relatively young but high growth company in pursuit of an enormous opportunity ahead of us. Our professionals are the cornerstone of our success and this is a strategic opportunity for us to add the footprint, talent, experience, and the services of the Solidiance team”. said **Yuki Ishida**, Group CEO of YCP Group.

YCP Solidiance aims to better engage with Fortune 1000, Asian conglomerates, as well as small-medium sized business partners and clients with the following services:



This merger further solidifies the already strong position of both companies, giving **YCP Solidiance** a wider footprint across 20 key Asia markets and beyond, namely Abu Dhabi, Bangkok, Beijing, Beirut, Dubai, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, New Delhi, Shanghai, Singapore, Sydney, Taipei, Tokyo, and Yangon, as well as client relation offices in Europe (Berlin) and United States (San Diego).

For more information please visit our new website www.ycpsolidiance.com or contact:

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About Solidiance

Solidiance is a corporate strategy consulting firm focused on Asia, advising CEOs on make-or-break deals, defining new business models and accelerating Asia growth. Founded in 2006, the company has been helping Fortune 1000 companies and Asian conglomerates on growth strategies with over 2,800 projects in 13 key Asian markets, as well as client relation offices in Europe (Germany) and the United States.

About YCP Group

YCP Group, established in 2011 in Japan, is a fast-growing regional professional firm providing advisory services and private equity investments with offices in Tokyo, Shanghai, Singapore, Bangkok, Hong Kong, Taipei and Ho Chi Minh City. The firm is specialized in various advisory services such as M&A advisory, management consulting, marketing support, and global market research predominantly to portfolio companies of private equity firms.

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