



## **Bain Capital agreed with U.S. Cheetah Digital Inc. to acquire its Japanese E-mail Service Provider Business**

**October 1, 2019, Hong Kong** - Bain Capital Private Equity is pleased to announce today that it has acquired Japanese e-mail service provider business from a U.S. marketing solutions provider Cheetah Digital, Inc. (Headquarters: Chicago, Illinois), via Cheetah Digital Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo, President and CEO: Eugene Hashimoto) (“Cheetah Digital”). The acquisition price has not been disclosed.

Cheetah Digital’s e-mail service provider, MailPublisher, has the industry-leading technologies in the growing digital marketing space. It is distributing 6.1 billion e-mails on a monthly basis, and is introduced to more than 5,300 companies in total. MailPublisher has established a critical infrastructure to its customers, and is maintaining the top share in the e-mail service provider market for the 11 consecutive years.

Yuji Sugimoto, a Managing Director at Bain Capital Private Equity, said: “MailPublisher of Cheetah Digital has an exceptional functionality delivering a large volume of e-mails at high speed, with high security and without delivery failure. Bain Capital will be providing active support for their further growth, including expansion of new functions.”

Bain Capital will be able to fully utilize its knowledge and proven track record in software-related areas globally, in further developing new functions in line with recent digital marketing trends, and in securing new customers through active investments in sales and marketing. Bain Capital continues to be active in investments in the software sector.

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### **About Bain Capital Private Equity**

Bain Capital Private Equity ([www.baincapitalprivateequity.com](http://www.baincapitalprivateequity.com)) has partnered closely with management teams to provide the strategic resources that build great companies and help them thrive since its founding in 1984. Bain Capital Private Equity’s global team of approximately 240 investment professionals create value for its portfolio companies through its global platform and depth of expertise in key vertical industries including healthcare, consumer/retail, financial and business services, industrials, and technology, media and telecommunications. Bain Capital has offices in Boston, Chicago, New York, Palo Alto, San Francisco, Dublin, London, Luxembourg, Madrid, Munich, Guangzhou, Melbourne, Mumbai, Hong Kong, Seoul, Shanghai, Sydney and Tokyo. The firm has made primary or add-on investments in more than 875 companies since its inception. In addition to private equity, Bain Capital invests across asset classes including credit, real estate, public equity and venture capital, managing more than USD 105 billion in total and leveraging the firm’s shared platform to capture opportunities in strategic areas of focus.

### **For Media Enquiries**

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