



Aderans Co., Ltd. welcomed its 50th anniversary in 2018. We aim to be “The World’s Brand, Aderans” and will offer hope and excitement through our wellness business for hair, beauty and health.

August 1, 2018

<Press Release>

**Aderans**

## The Aderans Group Welcomes Two Popular US Wig Companies

**-It aims to expand the market in the US and enter the African American hair market-**

Aderans Co., Ltd. (headquartered in Shinjuku-ku, Tokyo; representative director and president Yoshihiro Tsumura), through its consolidated subsidiary Aderans Hair Goods, Inc. (located in California, USA; president Mutsuo Minowa), will enter into a share purchase agreement with two wholesalers of wigs both in the US and overseas, which are Amekor Industries, Inc. (located in Pennsylvania, USA; president Mun Chung, hereinafter ‘Amekor’), and Estetica Designs, Inc. (located in Pennsylvania, USA; president Richard Gienopie, hereinafter ‘Estetica’), and welcomes both as group companies starting August 1, 2018.

The Aderans Group has continued to explore opportunities for expansion in the women's market in the US. Amekor and Estetica, which will become subsidiaries of Aderans, are wholesale companies for women's ready-to-wear wigs in the US. Amekor has particular strength in the African American hair market, in which the Aderans has limited resources, and will help Aderans enter new markets in the US, as well as further expand its US market share. As a result of these acquisitions, the Aderans Group will be represented by 64 companies\* across 19 countries and regions. Also, based on the resources of Amekor, we will expand our market share in the African hair market, which occupies a large part of the global market.

\*Including non-consolidated group companies



Amekor catalog



Estetica catalog

### ■ Amekor Company Profile

Company Name : Amekor Industries, Inc.  
Location : 500 Brook Road, Conshohocken PA 19428, USA  
Representative : Mun Chung  
Established : 1979  
Main Business : Wholesale supplier of ready-to-wear wigs for women in the US and overseas  
Capital : \$1,103,000  
No. of Employees : 58

### ■ Estetica Company Profile

Company Name : Estetica Designs, Inc.  
Location : 950 Colwell Lane, Suite 3, Conshohocken, PA 19428, USA  
Representative : Richard Gienopie  
Established : 2005  
Main Business : Wholesale supplier of ready-to-wear wigs for women in the US and overseas  
Capital : \$500,000  
No. of Employees : 15

### ■ Operations in the US

In the United States, Aderans Hair Goods, Inc. has been established to develop the wholesale and retail businesses for custom-made and ready-to-wear wigs for men and women. In addition, we have acquired Hair Club (joined the group in 2013), the leading company in North America for hair restoration, and Bosley Inc. (joined the group in 2001), a large market share holder in the hair transplanting field. With these recent acquisitions, the number of major US group companies has grown to six companies.

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