



August 4<sup>th</sup>, 2025

MCP Asset Management (Japan), Inc.

### Notice of Investment in Bejewel Inc.

Japan Evolution Fund (Cayman), LP, and Japan Evolution Fund, L.P.S., operated by MCP Group ("JEF"), have jointly made an investment as the lead investor in Bejewel Inc. (Headquarters: Seoul, South Korea, "Bejewel"). As part of this investment, JEF will appoint a board member to support Bejewel's expansion into the Japanese market and further international expansion.

Bejewel operates Amondz, South Korea's largest vertical e-commerce platform specializing in jewelry. With over 3,000 brands and a highly engaged Gen Z and Millennial customer base, Bejewel offers a comprehensive D2C solution combining ODM/OEM production, fulfillment, and AI-driven personalized recommendations tailored to design-focused jewelry. Bejewel provides comprehensive support to help emerging sellers quickly grow into major brands, including brand operation strategies, operational efficiency improvements, and trust-building initiatives.

Saeile Hue, CEO of Bejewel, stated, "While Korea has a favorable environment for creating small brands with potential, there is a lack of systematic infrastructure for their scaled growth. Amondz is dedicated to providing a strong foundation that enables anyone, even without specialized jewelry industry knowledge, to start and successfully expand their jewelry business."

JEF decided to invest in Bejewel, impressed by its strong vision, innovative approach to modern jewelry retail, commitment to sustainability and digital transformation, and proven ability to scale in a traditionally fragmented and offline-driven market. We are particularly excited about its plans to localize its offering and replicate its successful Korean model in the Japanese market. With rising demand for digitally native, design-oriented consumer brands, we see significant upside in Bejewel's regional expansion.

JEF will actively support Bejewel's entry and scale-up in Japan by leveraging MCP Group's local presence, cross-border investment expertise, and robust network across Japan and Asia. Together, we aim to help Bejewel become a leading next-generation jewelry platform from Asia with global reach.

#### <Overview of Bejewel Inc.>

Name	Bejewel Inc.
Address	14F, 416 Teheran-ro, Gangnam-gu, Seoul, South Korea
Business	Vertical e-commerce platform specializing in jewelry
Representative	Saeile Hue, CEO
Establishment	February 2017
URL	<a href="https://www.amondz.com/">https://www.amondz.com/</a>



## **About the MCP Group**

### **<MCP Group Overview>**

MCP Group is an alternative investment management group based in Hong Kong with offices in Japan (Tokyo and Fukuoka), the United States and South Korea. The MCP Group includes a Japan financial instruments business operator MCP Asset Management (Japan), Inc. and a risk management service provider Millennium Fund Services (Japan) Limited.

URL: <https://www.mcp-am.com/>

### **<MCP Hong Kong Office>**

Name: MCP Asset Management Company Limited

Location: Unit 1803, Lee Garden Three, 1 Sunning Road, Causeway Bay, Hong Kong

Title and name of representative: Tetsuo Ochi, Managing Partner and CEO

Date of establishment: December 20, 2004

### **< MCP Tokyo Office >**

Name: MCP Asset Management (Japan), Inc.

Location: 18F, KDDI Otemachi Building, 1-8-1 Otemachi, Chiyoda-ku, Tokyo

Title and name of representative: Tetsuya Tanaka, Representative Director

Date of establishment: August 30, 2006

URL: <https://www.mcp-am.jp/>

## **About JEF**

JEF aims to bolster innovative entrepreneurs through investment activities, developing scalable businesses that can compete globally from Japan and generating companies that contribute to ESG and solving societal challenges. Leveraging the network and partnerships of MCP Group, which has connected Japan and international markets for over 20 years, and the extensive experience of professionals in finance and management, we will enhance the global competitiveness of Japanese companies and showcase it to the world.

## **Inquiries regarding this matter**

Please contact us using the inquiry form on the fund website.

<https://www.mcp-jef.com/contact/>

This press release is for the sole purpose of making a general public announcement of MCP Group's activity results and is not intended in any sense as a solicitation for the acquisition of equity interests in JEF or other securities.