

J&PARTNERS Company Profile

Mar 2025

STRICTLY CONFIDENTIAL

J&PARTNERS is a Korean private equity firm that focuses on growth capital and leveraged buyout in quality mid-sized transactions.

Background

Company Type	▪ Private
Founded	▪ 2024/Apr/15
CEO	▪ Jaden Junyoung Heo & Jay Jaehoon Kim
# of Employees	▪ 7
Headquarters	▪ 36, Eonju-ro 97-gil, Gangnam-gu, Seoul
Website	▪ http://www.jandpartners.co.kr/

Company Overview	<ul style="list-style-type: none"> ▪ J&PARTNERS is a newly established private equity fund (PEF) management company founded by professionals with backgrounds in private equity, Korean conglomerate, strategic consulting, and accounting firms. Our core team members possess extensive domestic and international investment experience across various industries including logistics, aviation, autonomous driving, and consumer goods. ▪ Leveraging personal networks and bottom-up approach, our key personnels identify and secure competitive private deals.
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Key Investment Sector	<ul style="list-style-type: none"> ▪ Growth Capital / Pre-IPO: We identify capital needs and investment opportunities in firms that are eligible for listing on the KOSPI/KOSDAQ market within a short period. We aim to execute deals that ensure rapid repayment and high stability. ▪ Buyout: We identify M&A opportunities for companies with strong cash-generating capabilities and execute deals with a stable structure, ensuring downside protection while capturing upside potential.
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Major LP Network

Key Strength	<ul style="list-style-type: none"> ▪ We possess a broad network of financial investors and strategic investors across various industries, leveraging the diverse backgrounds and extensive investment experience of its key personnel. ▪ Based on this network, we aim to execute investments by structuring the optimal combination of limited partners (LPs) during fund formation, ensuring the enhancement of target companies' value and maximizing returns for investors.
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Selected SI Network	
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J&PARTNERS's senior team is local in its core markets across top-tier direct & primary investments, major corporations, and consulting.

Expertise

Founder: Jaden Junyoung Heo

- LSE, MSc Finance
- UCL, BEng Electrical and Electronic Engineering

Prior Experience

- **Acurus Group** (Domestic PEF management firm, responsible for Deal Sourcing/Fundraising)
- **Forest Partners** (Domestic PEF management firm, responsible for Deal Sourcing/Fundraising)
- **SK Group** (Domestic Conglomerate, responsible for Oil Trading Strategy/M&A)
- **Standard Chartered PE** (now known as Affirma Capital, Global PEF management firm)
- **Accenture** (Strategy Consulting firm, responsible for Growth/Go-to-market)

Major Role:

- Deal Sourcing
- Fundraising
- LP Network Management etc.

Founder: Jay Jaehoon Kim

- American University, MBA
- Yonsei University, Political Science and International Relations (PSIR)

Prior Experience

- **J&Company** (Strategy Consulting firm, Founder/Managing Partner)
- **Doosan Group** (Domestic Conglomerate, responsible for Growth Strategy)
- **Accenture** (Strategy Consulting firm, responsible for Turnaround/Value-up)
- **LG Group** (Domestic Conglomerate, responsible for Growth/Go-to-market Strategy)

Major Role:

- Deal Sourcing
- Portfolio Management
- Value Creation etc.

Executive Director: Youngchan Kim

UCL, BSc Business Studies

Prior Experience

- Elevation Equity Partners
- Forest Partners

Major Role:

- Financial Modelling
- Portfolio Management etc.

Associate: Seokhwee Lee

LSE, BSc in Economics/Mathematics

Prior Experience

- Deloitte FAS
- KPMG Consulting

Major Role:

- Financial Modelling
- Research/Due Diligence

Associate: Changyoon Won

Yonsei University, BE in Civil Engineering

Prior Experience

- Forest Partners
- BCG/AT Kearney

Major Role:

- Financial Modelling
- Research/Due Diligence

Senior Analyst: Donghoon Kim

Seoul National University, BSc in Economics

Prior Experience

- BCG

Major Role:

- Documentation
- Research/Due Diligence

Junior Analyst: Harin Yu

University of Toronto, BSc in Economics

Prior Experience

- AT Kearney
- CBRE

Major Role:

- Documentation
- Research/Due Diligence

III. Key Investments







Our core team has successfully structured, invested, managed, and exited approximately 10.13 Billion USD in assets over the past 5 years, targeting domestic/international industries in logistics, consumer goods, and autonomous driving sectors.

* M USD was converted from KRW following the Foreign Exchange Rate of 03/18/2025.

J&PARTNERS Credential

Investment and Portfolio Management Track Record (Selective)

(Unit: M USD, %)

Target	Company Overview	Investment Thesis	Type	Investment Date	Exit Date	Investment Principal*	Exit Proceeds	IRR	MoIC
	<ul style="list-style-type: none"> Advising a leading domestic mobility platform company on 4 ongoing M&A transactions. 								
	<ul style="list-style-type: none"> Operates a frozen yogurt ice cream F&B franchise Ranked #1 dessert orders on major food delivery platform 	<ul style="list-style-type: none"> Expected double expansion of its domestic franchise locations Growth through portfolio diversification and supply chain control 	<ul style="list-style-type: none"> Domestic Buyout 	2024	N/A	579M	N/A	N/A	N/A
	<ul style="list-style-type: none"> Canadian logistics company with + 40 years of industry experience Generates approximately 14.46 B USD value revenue 	<ul style="list-style-type: none"> Steady growth in freight volume and logistics costs across North America Extensive network of shippers and transportation providers in Canada 	<ul style="list-style-type: none"> Cross-border Buyout 	2022	N/A	5,041M	N/A	N/A	N/A
	<ul style="list-style-type: none"> Domestic small home appliance company specializing in fans and other household electronics 57.9M USD revenue with an operating profit margin exceeding 20% 	<ul style="list-style-type: none"> Domestic small home appliance market is expected to continue its steady growth Possesses strong brand equity with the capability for new product expansion. 	<ul style="list-style-type: none"> Domestic Buyout 	2022	N/A	885M	N/A	N/A	N/A
	<ul style="list-style-type: none"> China-based autonomous driving technology company Holds second permit for a robotaxi pilot program in CA, USA 	<ul style="list-style-type: none"> Increased visibility of autonomous vehicle commercialization Ranked Top 3 in autonomous driving technology companies within China and Top 10 globally 	<ul style="list-style-type: none"> Cross-border Growth Capital 	2021	N/A	1,376M	N/A	N/A	N/A
	<ul style="list-style-type: none"> Operates sportswear brands such as Arena and Elle Possess full capacities in apparels, including distribution, production, and design 	<ul style="list-style-type: none"> Rise of athleisure apparel following COVID-19 Investment structure designed for downside protection 	<ul style="list-style-type: none"> Domestic Growth Capital 	2020	2021	150M	128	14%	1.2x

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