



July 7, 2025
Tadano Ltd.
Japan Activation Capital, Inc.

Tadano Enters Strategic Partnership with Japan Activation Capital to Drive Sustainable Growth and Enhance Corporate Value

Tadano Ltd. (Representative Director & CEO: Toshiaki Ujiie, “Tadano”) announced today that it has entered into a strategic partnership agreement (the “Partnership Agreement”) with Japan Activation Capital, Inc. (Representative Director & CEO: Hiroyuki Otsuka, “JAC”) to accelerate sustainable growth and enhance long-term corporate value at the Tadano Group.

1. Background to the Partnership

The Tadano Group is a leading player in the global lifting equipment sector. Guided by its Mid-Term Management Plan (24-26) under the theme “Reaching new heights - Entering a new era,” the Tadano Group is promoting strategies that deliver new value with a strong focus on safety and environmental responsibility. The plan outlines a comprehensive roadmap that includes Advancing decarbonization, Venturing into new areas, Manufacturing reforms that leverage strengths and Enhancing foothold to support transformation. These strategic pillars are being steadily advanced.

JAC is a public equity investment fund that supports the sustainable growth and corporate value creation of its portfolio companies over the medium- to long-term. JAC leverages its unique value creation capabilities through trust-based partnerships with management teams, aiming to enhance corporate value beyond capital contribution. JAC comprises professionals with diverse backgrounds who have played pivotal roles in the growth and value creation of prominent Japanese companies. This collective expertise is actively applied to support the development of JAC’s portfolio companies.

After extensive discussions, the Tadano Group and JAC formed a shared vision and commitment to long-term value creation. As a result, JAC, through its managed funds, became one of Tadano’s largest shareholders and the two parties formalized their collaboration through the Partnership Agreement.

2. Purpose of the Partnership Agreement

Through the Partnership Agreement, the Tadano Group will draw on JAC’s strategic resources, deep expertise, and extensive network to strengthen its growth trajectory. In parallel, JAC will proactively support the Tadano Group in building a strong foundation, allowing for further value creation in the future.

Both parties are fully aligned in their commitment to advancing the Tadano Group's sustainable growth and long-term corporate value creation.

3. Comments by Toshiaki Ujiie, Representative Director & CEO of Tadano

“The Tadano Group is now entering a critical phase in the execution of its global growth strategy. As a leader in the lifting equipment industry, we are advancing structural transformation in our European operations, accelerating momentum in the strong North American market and expanding into new markets through strategic M&A. These initiatives are aimed at strengthening our position as a global leader in the industry by further expanding our international presence.”

We are delighted to welcome JAC as our strategic partner. With deep expertise in the manufacturing sector and a proven track record in supporting Japanese companies in their global expansion, JAC brings both the strategic guidance and hands-on execution capabilities that will be instrumental to our journey. JAC's long-term commitment and ability to work alongside us will further accelerate our growth and transformation, enhancing our ability to drive sustainable value creation.

Looking ahead, we will continue to collaborate closely with JAC as we push forward toward our long-term goal of becoming the global number one in the lifting equipment sector. The partnership with JAC signals a decisive step toward making this aspiration a reality.”

4. Comments by Hiroyuki Otsuka, Representative Director & CEO of JAC

“We are honored that the Tadano Group, a global leader in the crane industry, has selected us as its strategic partner in the pursuit of sustainable corporate value creation.

The Tadano Group is at a pivotal moment of transformation and forward-looking challenges.

It is driving its growth strategy through initiatives such as the structural transformation of its European operations, accelerated global expansion across North America and beyond, the electrification of some of the world's largest crawler cranes, and the development of new demand streams in infrastructure and urban development, alongside a firm commitment to Green Transformation (GX). What also deeply resonates with us at JAC is the strong, hands-on leadership and clarity of vision demonstrated by CEO Ujiie throughout the Tadano Group's transformation journey.

Japan's industrial manufacturers possess exceptional technical capabilities and remain uniquely positioned to compete and grow on the global stage. We are confident that the Tadano Group's continued evolution will deliver a positive impact not only at Tadano itself, but also for the industry as a whole.”

5. Company Overview

1) Tadano Ltd.

(1) Company Name	Tadano Ltd.
(2) Establishment	1948
(3) Capital	JPY 13 billion (as of January 2, 2025)
(4) Location	Ko-34 Shinden-cho, Takamatsu City, Kagawa, 761-0185, Japan
(5) Name and Title of Representative	Representative Director & CEO, Toshiaki Ujiie
(6) Business	Production and distribution of mobile cranes, truck loader cranes, aerial work platforms, etc.
(7) Website	https://www.tadano.com/

2) Japan Activation Capital, Inc.

(1) Company Name	Japan Activation Capital, Inc.
(2) Establishment	2023
(3) Fund AUM	Approximately JPY 207 billion (as of July 1, 2025)
(4) Location	POLA Aoyama Building 11F, 2-5-17, Minami-Aoyama, Minato-ku, Tokyo 107-0062, Japan
(5) Name and Title of Representative	Representative Director & CEO, Hiroyuki Otsuka
(6) Business	JAC's fund invests in leading companies listed on the Tokyo Stock Exchange and partners with management teams that demonstrate a strong commitment to growth, based on a trust-based relationship. JAC supports the execution of strategic initiatives to accelerate the sustainable growth of its portfolio companies.
(7) Website	https://japanactivationcapital.com/

Media Inquiries

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