

February 16, 2026
Endeavour United Co.,Ltd.

Selected for the 11th JPEA Award

We are pleased to announce that our investment in Oku Japan Co., Ltd. has been selected for the “Exit Award” at the 11th (FY2024) JPEA Awards, organized by the Japan Private Equity Association (JPEA).

Oku Japan provides adventure travel experiences for inbound visitors along Japan’s historic routes, including the Nakasendo and Kumano Kodo trails. Following our investment, the company faced significant challenges during the COVID-19 pandemic, which severely affected the inbound tourism sector.

Despite these challenges, Oku Japan successfully implemented business continuity measures and executed growth strategies anticipating the post-pandemic recovery, achieving a strong V-shaped rebound. In addition to its operational recovery, the company’s close collaboration with local communities and its contributions to regional economies were highly evaluated by the selection committee, which led to the company being selected for this award.

For further information, please refer to the links below.

Award Citation: [JPEA Website](#)

Award-Winning Interview: [MARR Website](#)