

Introduction

Mobility

December 2025

About YCP



500+
professionals



10,000+
projects in Asia



20+
Offices globally

YCP was founded in August 2011 as Yamato Capital Partners (now known as YCP Japan).

In 2021, YCP Holdings (Global) Limited was established in Singapore and listed on the Tokyo Stock Exchange's Growth Market. In 2023, the company rebranded as YCP to expand globally.

Overview of YCP

Company Name

YCP Holdings (Global) Limited
(Listed : 9257, Growth Market,
Tokyo Stock Exchange)

Headquarters

20 Collyer Quay #12-06, 20 Collyer Quay,
Singapore





Are You Ready to Thrive in The New Era of Mobility?

The new era of mobility is reshaping supply chains and customer expectations. With tariffs, reshoring, and shifting trade policies, protecting your supply chain is more crucial than ever.

- **How can you safeguard your supply chain against tariffs and reshoring?**
- **Are you prepared for the accelerated shift to EVs?**
- **Do you know which Asia markets hold the greatest growth potential?**
- **How will you find the right partners for entry and localization?**
- **Are you positioned to seize distressed or strategic M&A opportunities?**
- **How will you ensure post-deal integration delivers real value?**
- **Are you ready to meet rapidly changing customer expectations?**



Our Capabilities in the **Mobility Space**



**Route-to-Market Strategy:
Enabling Competitive Market
Entry & Localization**

1.1 Emerging Market Entry – Developed Market OEMs & Aftermarket Firms

Identify country-specific GTM strategies in:

- India: 7.5M unit market by 2030, with rising SUV & EV penetration
- Vietnam/Indonesia: Attractive for local assembly & tariff avoidance
- Thailand: Key ASEAN hub with EV incentive packages

YCP Offerings: Entry blueprint, channel innovation (e-commerce), partner identification, licensing & regulatory support

1.2 EV Transition Roadmap – OEMs, Dealers, Aftermarket

Support clients in adapting business models to EV reality:

- OEM / Distributor / Dealers: Customer perception / Willingness to switch / Competition landscape / Infrastructure readiness
- Automotive part suppliers / aftermarket: technology roadmap / value chain positioning / products offerings / customer adoption / competitor landscape

YCP Offerings: localized EV transition roadmap



Our Capabilities in the **Mobility Space**



**Cross-Border M&A Advisory:
Bridging Asia & Developed
Markets**

2.1 Buy-Side Services – Asia Capital Accessing High-Quality Assets

Support Asian conglomerates, OEMs, and mobility players to acquire:

- EV supply chain assets (battery tech, software, power electronics) in NA/EU
- Tier-1 and Tier-2 suppliers impacted by supply chain restructuring

YCP Offering: Support Asian funds/investors acquiring distressed EV startups or component firms in the EU/US

2.2 Sell-Side Services – Developed Market Clients Monetizing Asia Growth

Support divestiture or joint ventures to Asian buyers seeking:

- Access to high-growth markets (India, SEA, China)
- Operational scale in manufacturing and aftermarket
- Strategic IP or OEM relationship that enable local EV transformation

YCP Offering: Local advisor to ensure regulatory fit, valuation alignment, and post-deal synergy



We usually work with Japanese consultancies – but had found that from their reports, we can be "book smart" but can't have a clear picture of what's going on in the real market. The project with YCP brought us "real market experience." YCP's local consultants got their hands dirty in the marketplace with me. This approach enabled me to understand critical consumer and market insights behind the data. I found it to be a very valuable experience. Thank you very much.



Toyota Motor Company
Engineering Division Head





YCP's in-depth local knowledge, understanding of our objectives and backed by professional approach have enabled us to achieve our expected objectives in a timely manner for this key engagement. YCP has exhibited clear and deep understanding of market practices and market behavior. They provided us with detailed insights on the market and crafted a well-structured market entry strategy to meet our ASEAN growth goals.



Petronas Lubricants
General Manager Asia





Meet our Team of **Mobility Experts**



Leon Cheng

Partner, YCP

Key Areas of Expertise:

Global PMO, cross-border M&A, GTM strategy for mobility clients

Leon Cheng is a Head of Mobility and Partner based between YCP's NA office and APAC. He has overseen nearly 100 client engagements worldwide. Leon's consulting background includes providing international MNCs and MSEs with services related to strategy formulation, M&A, location concepts, market access strategies, regulatory compliance and project management consulting services. Leon has extensive project experience in the Automotive industry, including go-to-market strategy design and implementation approach, market segmentation and sizing, growth strategy in the OEM business and aftermarket.

Leon graduated from the Financial and Economic University of Anhui and holds an MBA degree from the University of Science and Technology of China.



Mehdi Jaouadi

Partner, YCP

Key Areas of Expertise:

EV strategy, Growth strategy for dealership

Mehdi is a Partner leading Thailand and Vietnam YCP offices as well as the Co-CEO of YCP Interactive Solutions, the digital B2B innovation division of YCP Group. He has over 14 years of experience in business development, consulting, digital and marketing within FMCG, healthcare, automotive, construction, manufacturing, oil & gas, and renewable energy sectors. His career spans Asia, Europe, and Latin America, focusing on market expansion, digital strategies, and scaling growth within top-tier MNCs.

Mehdi holds a bachelor of arts in international business management from Edinburgh Napier University and a master's in management from EDHEC Business School.



Meet our Team of **Mobility Experts**



Anil Rai

Partner, YCP

Key Areas of Expertise:

Cross-border M&A

Anil is a seasoned M&A professional with over a decade of front-office experience, specializing in complex cross-border transactions. He has successfully led teams in advising MNCs and private family-owned enterprises on acquisitions, trade sale, and private placement mandates across Southeast Asia, India, and Europe. With an expertise spanning the entire M&A lifecycle, Anil brings strategic insight and hands-on execution across diverse sectors, including healthcare, consumer goods, business process outsourcing (BPO), testing, inspection & certification (TIC), and technology, media & telecommunications (TMT), among others.



Shinjiro Sameshima

Partner, YCP

Key Areas of Expertise:

M&A (Japanese clients), PMO (Japan market), OEM sales reorganization

Shinjiro Sameshima co-leads our M&A advisory services and oversees the business due diligence service across Japan. Prior to joining YCP, Shinjiro was with UBS under the Investment Banking Division (IBD) and was also part of the Technology and Real Estate team. He was primarily engaged in M&A advisory particularly for financial transactions in the semiconductor and IT services industry and was also involved in various projects in the electronic devices industry such as lithium-ion battery and display.



Our Recent Work in the Mobility Space

Strategic Market Entry and Growth Opportunities for Commercial Vehicles in Thailand, Philippines and Indonesia

EV Battery Manufacturing JV Business Model Assessment in the United States

New Mobility Business Opportunities Exploration for US Auto Parts Suppliers

PMO in Supporting a Leading Auto OEM's Global Customer Experience Project

e-Mobility Market Assessment in ASEAN Country

Competitive Intelligence on Valuation Automotive Business in Middle East for Potential Target Acquisition

PMI and Turnaround for Thai Auto-parts Manufacturer Acquired by PE Fund

Buy-side Support for Joint venture of Japanese Auto-parts Manufacturer in Vietnam

Global Target Screening, Identification and Approach

Chinese Buyer Identification and Approach for PE Backed Automotive Aftermarket Player