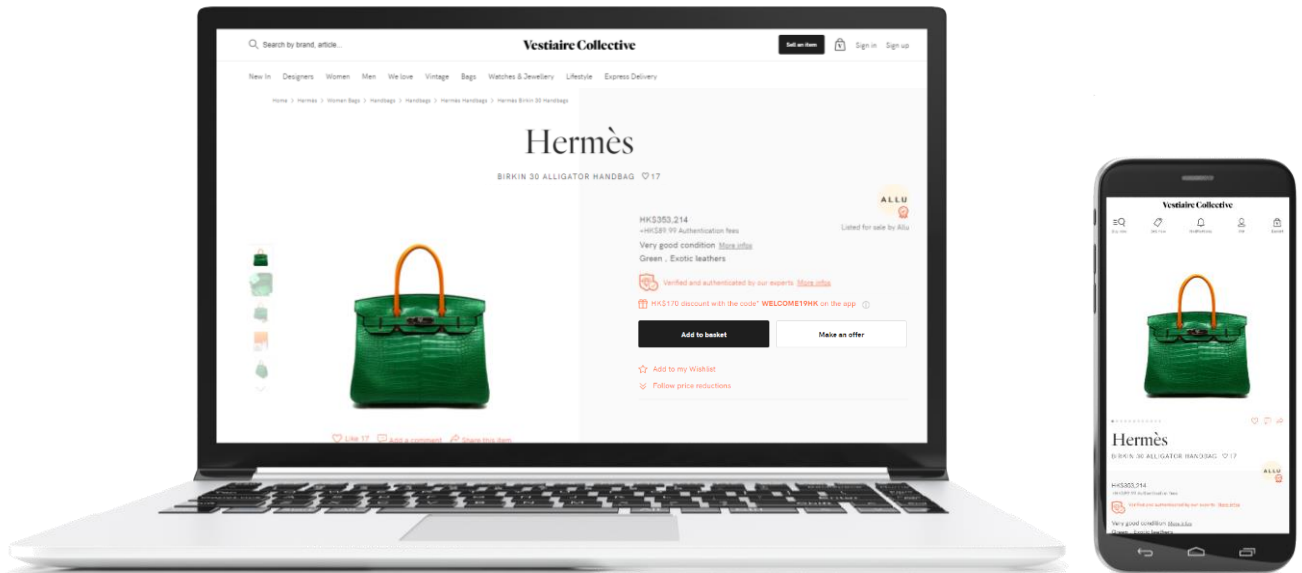


SOU Group Launches Brand Reuse Sales in Hong Kong

~SOU to Begin Listing Products on Vestiaire Collective, 9 Million-Strong Global E-Commerce Site~



Pursuing a mission to provide global access to pricing and value data for smarter lifestyles, SOU Inc. (Tokyo; Shinsuke Sakimoto, CEO) aims for the further growth of the reuse market. As part of an effort to expand the business scope of SOU Group company STAR BUYERS LIMITED (Hong Kong Special Administrative Region of the People's Republic of China; Susumu Muguruma, representative director and president) has announced that it will list luxury brand reuse products purchased in its offices on Vestiaire Collective, a global e-commerce site with 9 million users worldwide.

Making Rare Hong Kong-Sourced Luxury Brand Reuse Items Available to Customers Worldwide

SOU Group company STAR BUYERS LIMITED began purchasing activities at its Tsim Sha Tsui Hong Kong office in July 2019. Since then, the company has raised its profile through a number of online and other tactics. At the same time, STAR BUYERS LIMITED has emphasized the Japanese-style warm reception and customer service, which has been well received by customers in Hong Kong. Even in comparison to Japan, the Hong Kong market boasts highly rare and limited luxury brand models in extremely good condition. Leveraging this opportunity, the SOU Group made the decision to list products purchased by STAR BUYERS on Vestiaire Collective, an e-commerce website driving growth in the global resale market. This decision reflects the group's projections for growth in the global resale market and the opportunity to grow the group's businesses in Hong Kong.



Real examples of Products Purchased at the STAR BUYERS Hong Kong Office

Aiming for greater business growth, the SOU Group pursues larger and more efficient sales channels, actively developing offices in more locations around the world. The group strives to raise its recognition as a purchaser and seller in the high-growth global resale market, seeking to win new customers along the way.

■ About Vestiaire Collective (<https://vestiairecollective.com/>)

Vestiaire Collective is the leading global platform for desirable pre-owned fashion. Curated by its trusted community of fashion lovers, members inspire one another whilst selling and buying unique pieces from each other's wardrobes. Encouraging consumers to join the circular economy as the sustainable alternative to throw-away fashion, the platform is unique due to its highly engaged community, its rare desirable inventory and its authenticity and quality control process. Launched in Paris in October 2009, Vestiairecollective.com has over 9 million members across 50 countries worldwide with offices in Paris, London, New York, Milan, Berlin and Hong Kong. Over 40,000 new items are submitted by its community of sellers every week, which enables buyers to search amongst highly coveted and sold out fashion pieces whilst participating in the circular fashion movement.

Instagram: @vestiaireco

■ STAR BUYERS LIMITED Overview

(<http://starbuyers-auction.hk/company/>)

- Head Office: Nathan Hill 7F and 8F, 38 Hillwood Road, Tsim Sha Tsui, Kowloon, Hong Kong
- Established: October 1, 2015
- Representative Director and President: Susumu Muguruma
- Business Scope: Purchase and sales of luxury brand goods, precious metals, etc.

■ SOU Inc. Company Overview

(<https://www.ai-sou.co.jp/en/>)

- Securities Code: 9270
- Head office: Shinagawa Season Terrace 28F, 1-2-70 Konan, Minato-ku, Tokyo
- Established: December 28, 2011
- Representative Director: Shinsuke Sakimoto
- Business Lines: Sale and purchase of branded goods, precious metals, antique items, etc.