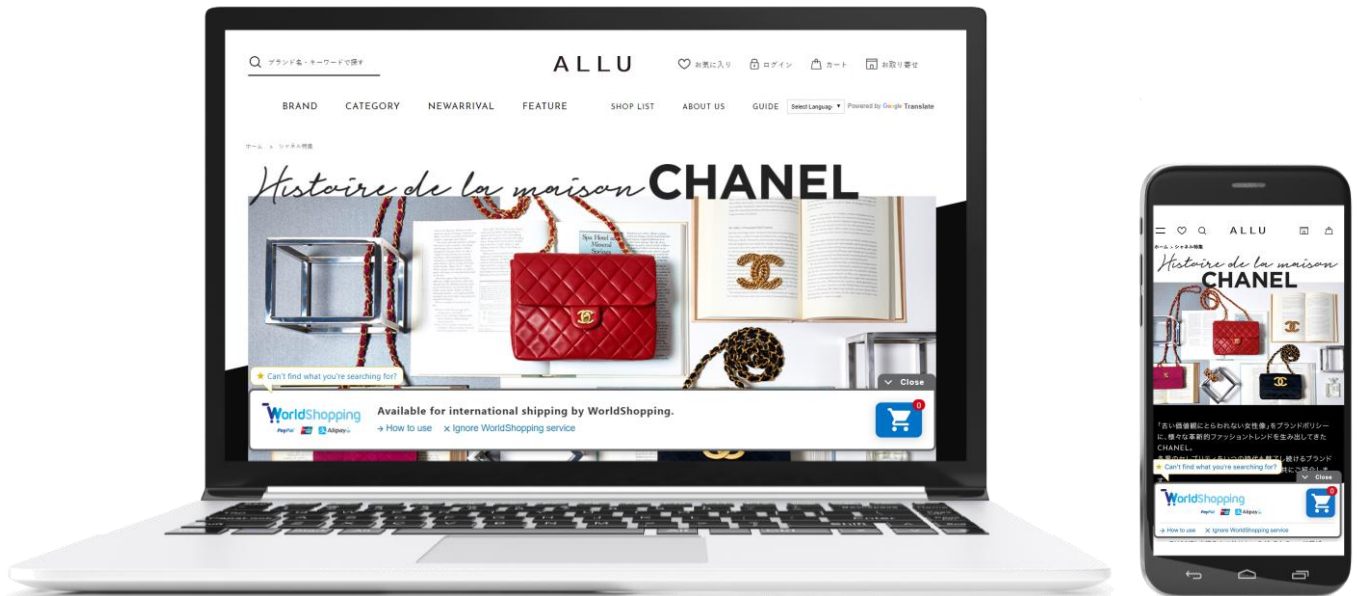


SOU Launches Cross-Border E-Commerce Sales

Curated Vintage Shop ALLU Opens Sales to Customers in 125 Countries



Pursuing a mission to provide global access to pricing and value data for smarter lifestyles, SOU Inc. (Tokyo; Shinsuke Sakimoto, representative director and president) aims for the further growth of the luxury resale market. Today, SOU announced that the company will provide customers access to its curated vintage shop ALLU for customers in 125 countries around the world through the WorldShopping BIZ Checkout platform from zig-zag, Inc.

Raising ALLU Brand Recognition Through Global Sales Channels

ALLU is a curated vintage shop selling rare luxury brand items online and through outlets located in Ginza (Tokyo) and Shinsaibashi (Osaka). In response to the rise in overseas demand in the luxury reuse market over the past several years, ALLU began listing products on the Chinese-oriented Wandou e-commerce platform in 2018 and the cross-Border DOKODEMO platform in 2019, offering high-quality resale items from Japan to customers overseas.

Inbound tourists from overseas shopping at ALLU physical stores in Japan have frequently commented on the desire to buy ALLU products in their home countries. Further, rising numbers of customers visiting the ALLU shopping sites from overseas and other indicators of overseas customer interest has led SOU to make a response to these needs. Therefore, the company has decided to adopt the WorldShopping BIZ Checkout platform to offer cross-border online sales ALLU.

By allowing the purchase of ALLU products by customers in 125 countries around the world, ALLU will enjoy both increased global awareness of its brand and stronger branding overall.

SOU will continue to leverage its purchasing capacity, abundant expertise in the luxury item reuse market, and extensive transaction database to expand in Japan and globally. At the same time, SOU will continue to contribute to the circular economy and reduce its environmental impact by expanding the luxury item reuse market and striving to achieve sustainable growth.

■ About WorldShopping BIZ Checkout

WorldShopping BIZ Checkout is an e-commerce support service offering one-stop solutions spanning language interface, overseas payment processing, and overseas shipping for businesses engaged in overseas sales. Simply clicking the WorldShopping BIZ button on the ALLU shopping site will allow overseas customers to place items in a special shopping cart. WorldShopping BIZ then purchases the item on behalf of the customer and settles payment with the end customer. In this way, customers who could not purchase desired ALLU products in their home countries enjoy a frictionless cross-border shopping experience. URL: <https://www.worldshopping.biz>

■ Products Available for Online Purchase From ALLU

Focusing on the intersection of fashion and rare value, ALLU sells products curated from global brands that include Chanel, Hermes, Gucci, Cartier, and more. ALLU offerings include limited edition and other products only available through the ALLU shopping site or in ALLU stores.



■ About zig-zag, Inc (<http://www.zig-zag.co.jp>)

- Head Office: Hatchery Shibuya 2F, 14-1 Sakuragaokacho, Tokyo
- Established: June 24, 2015
- Representative Director: Kazuyoshi Nakazato
- Business Lines: Cross-border e-commerce support

■ SOU Inc. (<https://www.ai-sou.co.jp/en/>) Company Overview

- Securities Code: 9270
- Head Office: Shinagawa season terrace 28F, 1-2-70 Konan, Minato-ku, Tokyo, 108-0075
- Established : December 28, 2011
- Representative Director: Shinsuke Sakimoto
- Business Lines : Sale and purchase of branded goods, precious metals, antique items, etc.