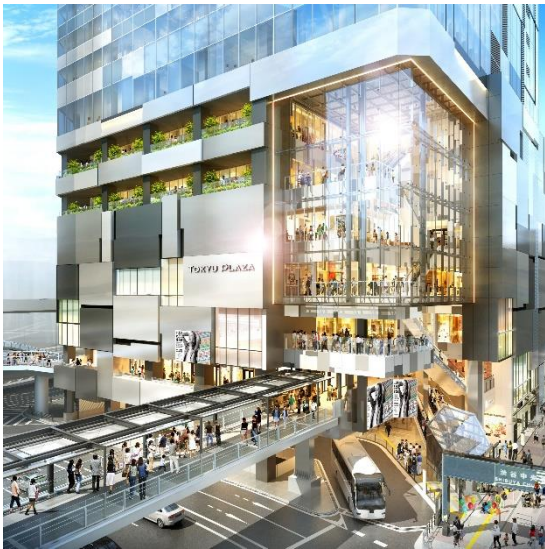


SOU to Open a Location in the Shibuya Redevelopment Area

Luxury Brand Buying Company Nanboya + *miney* Office Planned for December 2019 Opening in Tokyu Plaza Shibuya in the Shibuya Station Landmark, Shibuya Fukuras Complex

~New Business Model~



Left: Artist conception of the Tokyu Plaza Shibuya Exterior
Right: Artist conception of the Nanboya + *miney* office

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. SOU has announced the planned December 2019 opening of luxury brand buying company Nanboya + *miney* in the Tokyu Plaza Shibuya located inside Shibuya Fukuras. This office represents a new business format for SOU, which has chosen the Shibuya Redevelopment Area and the new Shibuya Fukuras for its first location.

Supporting the MELLOW LIFE Concept Offered by Tokyu Plaza Shibuya

Tokyu Plaza Shibuya is scheduled to open in December 2019. The new facility is designed to attract adults who have a matured sense of urban life. The facility proposes the concept of MELLOW LIFE, which is the goodness of the real, essential, universal for those who enjoy accumulating time and maturity. As a commercial facility, Tokyu Plaza Shibuya offers a new lifestyle, instead of unilaterally providing customers with traditional goods. Customers will find new concepts that serve as more familiar parts of their lives--a partner that shares solutions and experiences.

SOU supports the goals of Tokyu Plaza Shibuya, selecting this location to communicate the value of personal assets through the SOU reuse business. At the same time, SOU believes this business model will support experiences and new approaches to time as customers sell their goods and reinvest in themselves.

Nanboya+miney Supports Life Planning

SOU Inc. will open its first-ever Nanboya+miney location in the Tokyu Plaza Shibuya. This new business format incorporates a personal estate asset consultation desk to the traditional office layout for Nanboya, a buying company that currently deals in watches, bags, other luxury brand items, precious metals, gems, and more.

This consultation counter uses the SOU app, *miney*, to help customers who want to discuss selling their items to new owners who will understand the value of important assets, or those customers who want to know the fair price of items they have purchased. *miney* is an app developed by SOU that incorporates a vast storehouse of relevant price data.

In the future, the SOU Group plans to work with group companies and partner firms to offer life planning and inheritance consulting, in addition to handling luxury brand items, precious metals, gems, antiques, and art works. Offering information related to the best time for sales and investment methods for any type of personal estate asset, SOU helps customers live smart, sophisticated lifestyles through their personal assets.

■ Office Information

- Office name: Nanboya+miney
- Grand opening: December 5, 2019 (tentative)
- Location: Tokyu Plaza Shibuya 5F, 1-2-3 Dogenzaka, Shibuya-ku Tokyo

*Grand opening schedule and business hours will be announced as soon as they are determined.

■Tokyu Plaza Shibuya Facility Overview

- Operating company: Tokyu Land Corporation
- Location: Tokyu Plaza Shibuya, 1-2-3 Dogenzaka, Shibuya-ku Tokyo
2F-8F, 17F, 18F (inside Shibuya Fukuras)
- Design, management: Shimizu Corporation, registered architect office
- Commercial facility design: GLAMOROUS Co., Ltd.
- Construction: Shimizu Corporation, Nomura Co., Ltd.
- Opening: December 5, 2019

■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
- Established on: December 28, 2011
- CEO: Shinsuke Sakimoto
- Business Scope: Purchase and sales of luxury brand goods, precious metals, antiques, etc.
- * Development and operations of Nanboya, BRAND CONCIER, ALLU, usus, STAR BUYERS AUCTION, asset management app miney