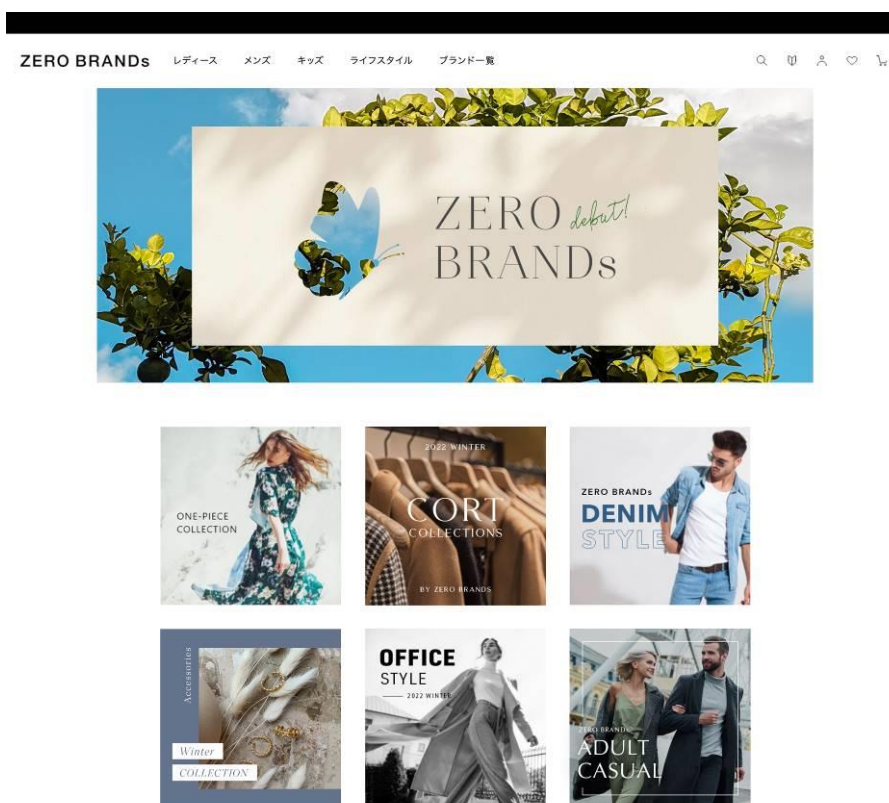


SENKO Launches First Fashion Sustainable Platform for Eliminating Fashion Waste - New Company ZERO BRANDS Established -

SENKO Group Holdings Co., Ltd. (Headquarters: Koto-ku, Tokyo; President: Yasuhisa Fukuda) affiliated core company SENKO Co., Ltd. (Head office: Kita-ku, Osaka; President: Kenji Sugimoto; "SENKO") established the new company ZERO BRANDS.Inc (Head office: Koto-ku, Tokyo; President: Haruhiko Kobayashi; "ZERO BRANDS") in August and opened its official site on November 15, to operate the industry's first platform with services for reprocessing, reselling or recycling products to assist with eliminating waste of apparel product inventory kept at logistics centers.



Official site

SENKO provides logistics services for countless fashion companies selling products at department stores, shopping malls and e-commerce sites, but some products inevitably need to be handled as waste if there ends up being surplus stock. As their logistics company, SENKO has considered if it was able to resolve customer issues like these. To achieve this, SENKO partnered with companies supporting this initiative to develop a fashion sustainable platform to transform resold products as apparel with new

value. This platform has been developed with the goal of eliminating waste products, by providing shared logistics for returns and reselling products from numerous fashion companies and reducing logistics costs, while also assisting with sales by coordinating efforts with many stock sales channels, and creating a network with recycling companies.

The "ZERO" in the name of the new company ZERO BRANDS refers to achieving zero waste and also represents a cyclic shape that implies a circulating process, while "BRANDS" suggests a collection of products and companies backed with credibility and value. ZERO BRANDS is working with fashion companies to expand the vision of developing a sustainable society, and is aiming to become a company capable of delivering the true enjoyment that comes from fashion.

The official site was launched on November 15 and features case studies of fashion sustainable initiatives and up-to-date information as well as an e-commerce site for group companies, with an e-commerce site for the general public planned to open in September 2023.

SENKO will contribute to create a sustainable society by developing initiatives aimed at eliminating waste with fashion products.

■ ZERO BRANDS Inc. Overview

Location: 2-8-10, Shiomi, Koto-ku, Tokyo, Japan

Capital: 50 million yen

Representative: President Haruhiko Kobayashi

Established: August 2, 2022

Official site: Opened November 15 (<https://zerobrand.jp>)

■ Details of initiatives:

- (1) Operation of e-commerce sites for the SENKO Group
- (2) Operation of ordinary e-commerce sites
- (3) Operation of e-commerce sites for customers
- (4) Commission sales of resale companies supporting sustainable initiatives
- (5) Recycling business (recycled products by converting to clothing material, efficient use as resources by converting to solid fuels)

End.