

Premium Imported Wine E-commerce Shop "Ark Cellars Online" Opens in November

- Developing new markets to increase customers -

SENKO Group Holdings Co., Ltd. (Head office: Koto-ku, Tokyo; President: Yasuhisa Fukuda; "SENKO Group") subsidiary and trading company Smile Corp. (Head office: Koto-ku, Tokyo; President: Atsushi Ono; "Smile") established "Ark Cellars Co., Ltd." (Head office: Koto-ku, Tokyo; President: Masaki Sato; "Ark Cellars") on April 1, and opened the premium imported wine E-commerce shop "Ark Cellars Online" on November 30, 2021.



Examples of products available at Ark Cellars Online

Ark Cellars began operating the E-commerce shop "Ark Cellars Online" to propose and sell high value-added products in the Japanese and international wine markets directly to consumers.

"Ark Cellars Online" sources selected premium wines, vintage wines and other rare wines from the leading producers in famous wine-producing areas around the world. These are available to consumers in a range of sales plans, including fixed rate subscriptions, by-the-barrel, and group buying.

Efforts are also being made to create a stronger fan community, including holding wine seminars where staff selected for the Japan Winery Award apply their expertise to explain the flavors and stories behind each type of wine available for purchase.

The SENKO Group is, as a "group that supports people in their daily lives", focusing on providing products and services that meet the needs of customers.

<Official site> Opened November 30

<http://shop.arkcellars.jp>

<Overview of Ark Cellars Co., Ltd.>

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| 1. Head office location: | 2-8-10, Shiomi, Koto-ku, Tokyo, Japan |
| 2. Representative: | Masaki Sato, Representative Director |
| 3. Capital: | 30 million yen |
| 4. Investment ratio: | 100% investment by Smile Corp. |
| 5. Line of business: | Operation of online wine shop <ul style="list-style-type: none">- Sales of wine and related products, in-company sales- Planning and associated sales at seminars and events- Development and sales of own-brand imported premium wine |
| 6. No. of employees: | 3 |

End.