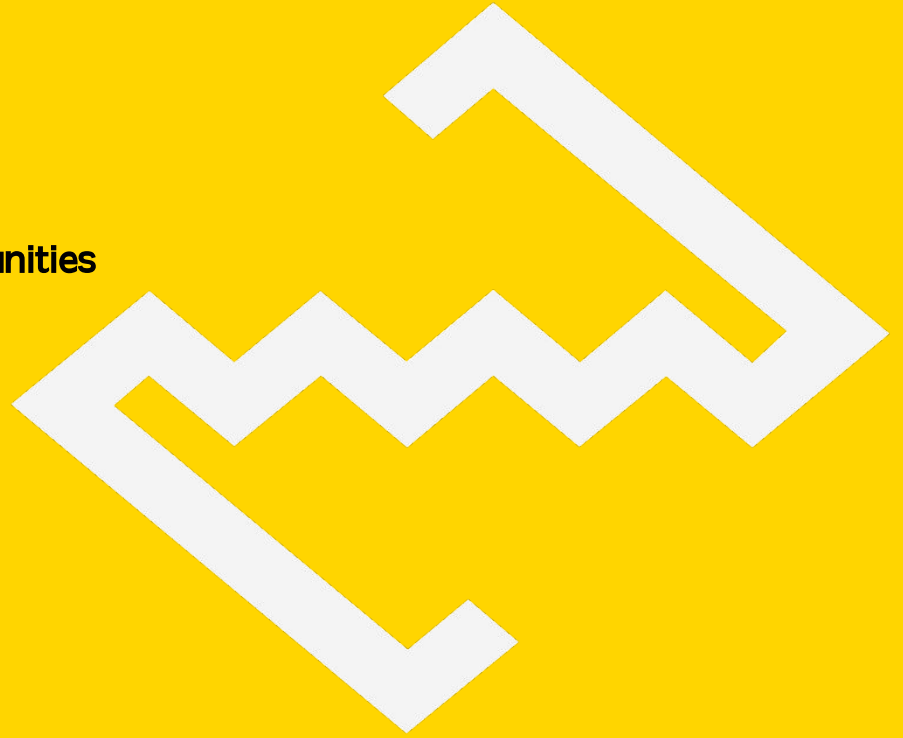


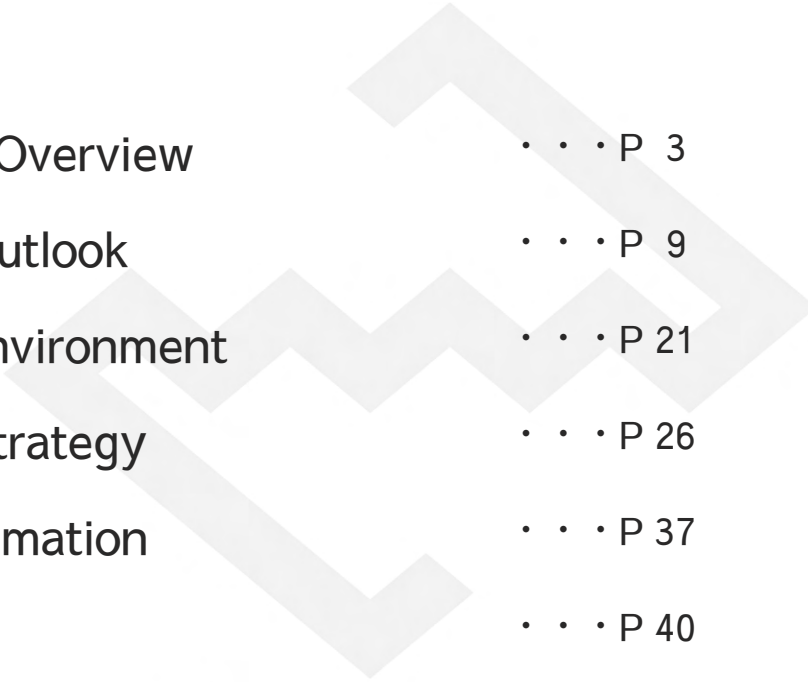


Business Strategies and Growth Opportunities

zig-zag, Inc.

July 14, 2026



- 
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 2. Service Outlook . . . P 9
 3. Market Environment . . . P 21
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1

Business Overview

WHAT'S



zig-zag ?

mission

**Taking the excitement of the
world as a matter of course**

Company Overview

Company Information

Founded	June 2015
Employees*1	60 members
Capital stock *1	410 million JPY
Head Office	Sakuragaokacho, Shibuya, Tokyo
Logistics Centers	Inzai, Chiba Shiroi, Chiba Kawaguchi, Saitama

*1 as of May - 2026

Board of Directors

Representative Director	Kazuyoshi Nakazato
Representative Director	Satoru Suzuki
Outside Director	Kosuke Matsumoto
Full-time Corporate Auditor	Motohiko Nagayama
Outside Corporate Auditor	Yoshitaka Sasaki
Outside Corporate Auditor	Shinichiro Yoshioka

Group companies

Taiwan: Zig-Zag Taiwan Co., Ltd.

Management Team

Kazuyoshi
Nakazato



Representative Director, CEO

After working in the graphic signage and Internet advertising industries, he became the representative of a foreign cross-border logistics company in Japan in 2010. In 2015, he founded zig-zag, Inc. With the mission of "bringing excitement to the world as a matter of course," zig-zag provides services that "respond to the world's needs and deliver thoughts to the world."

Satoru
Suzuki



Representative Director, COO

He joined OPT, Inc. in 2002 and has been involved in the management of departments related to web marketing, new business development, and group company management. He has since held management positions at several startup companies, and has been a director of zig-zag since 2020, supporting thousands of domestic e-commerce sites as a web-inbound evangelist promoting the globalization of e-commerce sites.

Wataru
Matsuno



Executive Officer, Head of Global Business

Engaged in digital marketing and EC support for more than 10 years at companies such as OPT HD and transcosmos inc. After joining zig-zag in 2021, he was in charge of BtoB and BtoC marketing and served as head of the product area. He is currently responsible for overseas partnerships and customer-acquisition support, overseeing everything from strategy to marketing for overseas expansion centered on Taiwan. Since May 2026, he has served as Chairman of the company's Taiwan subsidiary, Zig-Zag Taiwan Co., Ltd.

Takayuki
Imanishi



Executive Officer, Head of Development

He has been consistently engaged in technical work related to software while working for several domestic and foreign companies. His experience includes upstream to downstream processes of software development, customer proposals in the sales engineering department, and MVP development of new businesses in venture companies. He joined zig-zag in 2017 in a self-employed capacity to assist in development and officially joined in 2019. Since then, he has been involved in the management of the company in the capacity of development manager.

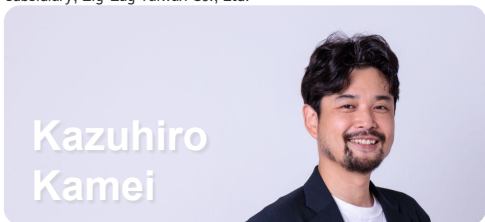
Aiko
Otsuki



Head of Marketing Communication

After recruitment-advertising sales at Recruit, she joined zig-zag in 2021 as inside sales for new and existing customers. As manager of Shop Success, she built management (including the support team) and operations for onboarding and upsell. Since June 2026, as head of the Marketing Communication Division, she oversees sales, customer success, and marketing.

Kazuhiro
Kamei



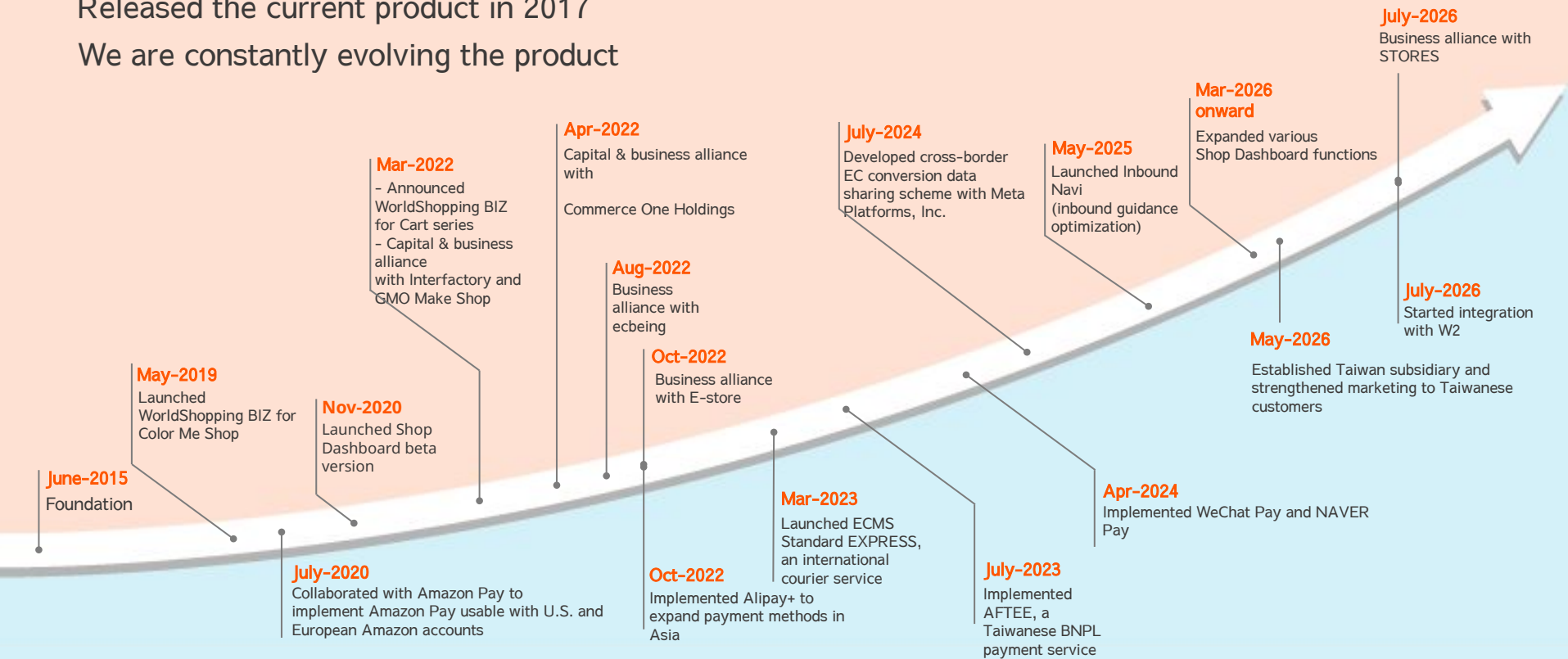
Head of Customer Experience

He spent many years in warehouse operations and inventory management at a pharmaceutical wholesaler, building a foundation in logistics management. Later, as a project manager, he oversaw the operation of an examination center, and at a domestic apparel company. He was responsible for coordinating and negotiating with a 3PL warehouse. He joined zig-zag to utilize his diverse experience, and is currently in charge of the overall customer experience department.

History

Released the current product in 2017

We are constantly evolving the product



zig-zag by the numbers

Revenue growth

+23%

(3 years CAGR
ending May-2026)

Revenue

1.5B JPY

YoY +6%
(May-2026)

Operating
margin rate

19%

(May-2026)

Monthly Active Shops^{*1}

1,335 shops

YoY +2%
(May-2026)

Promotion cost to
Revenue ratio^{*2}

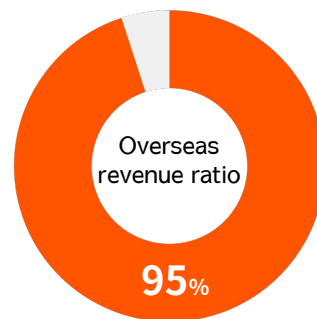
less than 4%

(May-2026)

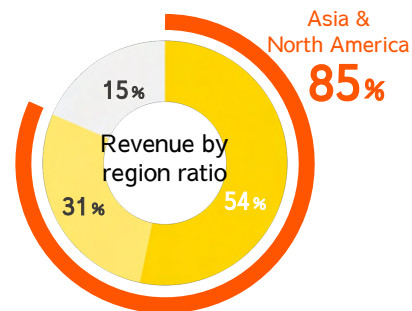
Overseas revenue ratio **95%** (May-2026)

Business model based on overseas sales

Sales to **Asia and North America**, which are experiencing remarkable growth.



Overseas Japan



Asia North America Other areas

*1 Number of shops with overseas sales in the current month among shops that have activated WorldShopping BIZ

*2 Ratio of total advertising and sales-promotion expenses to revenue

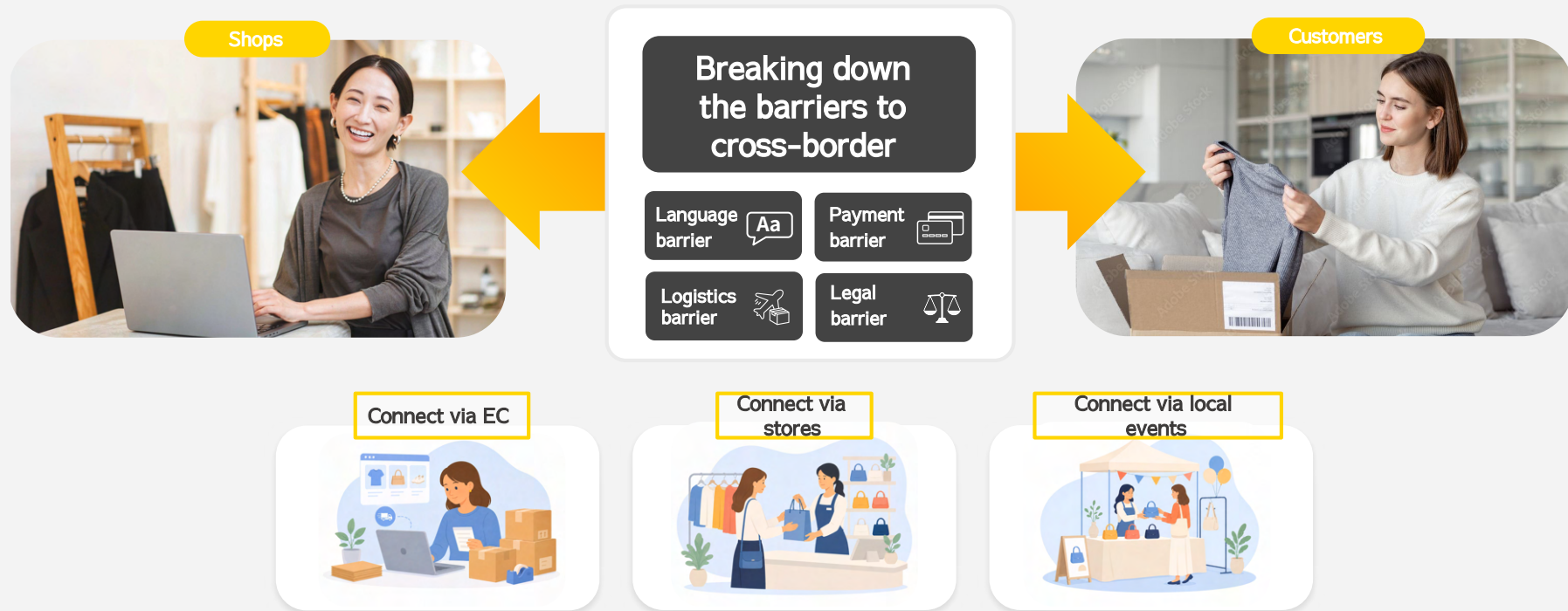


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Service Outlook

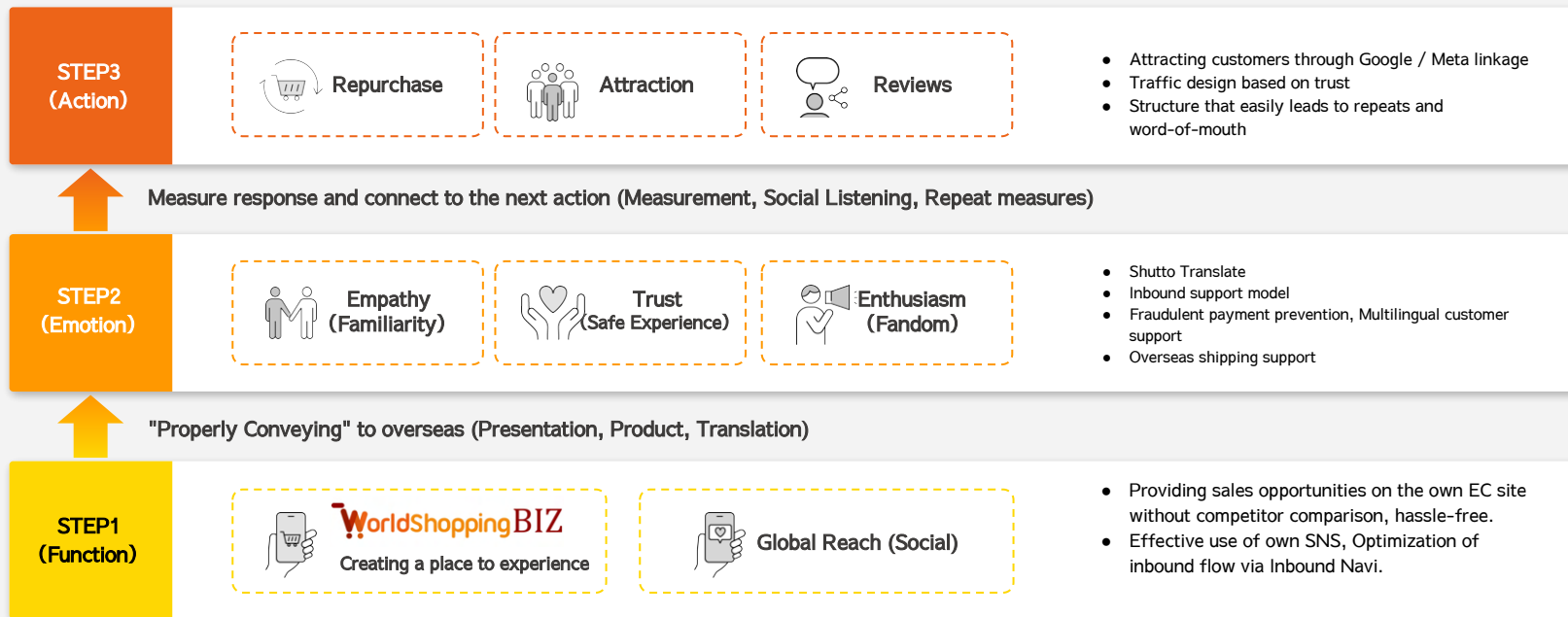
The World zig-zag Aims For

Connect customers and shops comfortably around the world



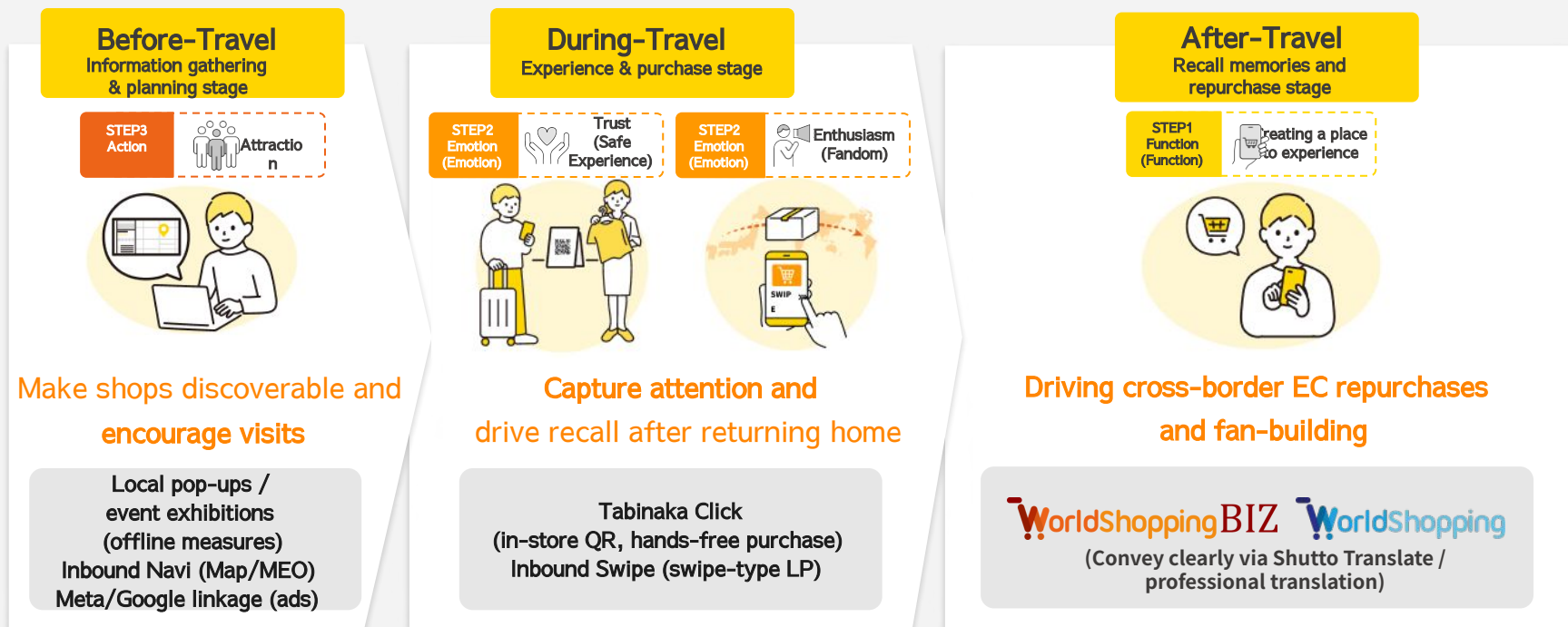
Our Philosophy

A 3-layer structure that removes shops' overseas-sales barriers, builds global fans, and nurtures those relationships.



Service deployment aligned with the customer journey

End-to-end support across customers' before-, during-, and after-travel,
building fans worldwide and a mechanism to stay connected.



Before-Travel services

For overseas customers gathering information ahead of a trip to Japan,
creates shop awareness and touchpoints from both online and offline.

Before-Travel

Information gathering
& planning

Online

Inbound Navi

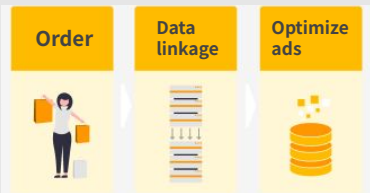
Optimizes store exposure through Google Maps MEO (map-search optimization), SNS operation, and the acquisition and use of multilingual reviews.

Meta / Google linkage

Securely provides purchase data to Google Ads and Meta Ads. Optimizes overseas ad delivery via machine learning to expand awareness through search and SNS.



* MEO: Map Engine Optimization (Local SEO)



Offline

Local pop-ups / event exhibitions, etc.

Through pop-up shops and overseas event exhibitions, creates real touchpoints and experiences with overseas customers



During-Travel services

Turns strong purchase intent during travel and store visits into on-the-spot purchase and overseas shipping.

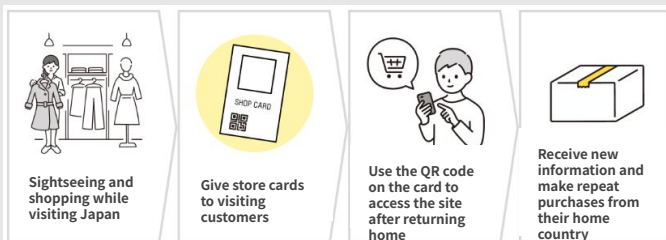
During-Travel

Experience & shopping

Tabinaka Click

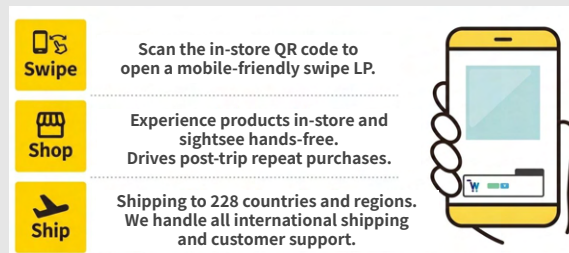
Lets customers who visit the store purchase on the spot via WorldShopping through an in-store QR code.

Reduces lost sales from bulky luggage, out-of-stock items, inability to carry goods home, or shipping concerns.



Inbound Swipe

A swipe-type LP presents brand and product stories multilingually, creating touchpoints between shops and customers.



After-Travel services

STEP1
FunctionSTEP2
Emotion
(Emotion)STEP3
Action

Turns touchpoints created before and during travel into EC purchases and repurchases after returning home, continuously growing shops' overseas sales.

After-Travel

Recall memories
and repurchase stage

WorldShopping

For Overseas Customers

Purchasing Agent Solutions

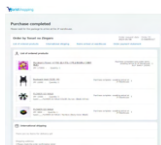
Safe

Secure

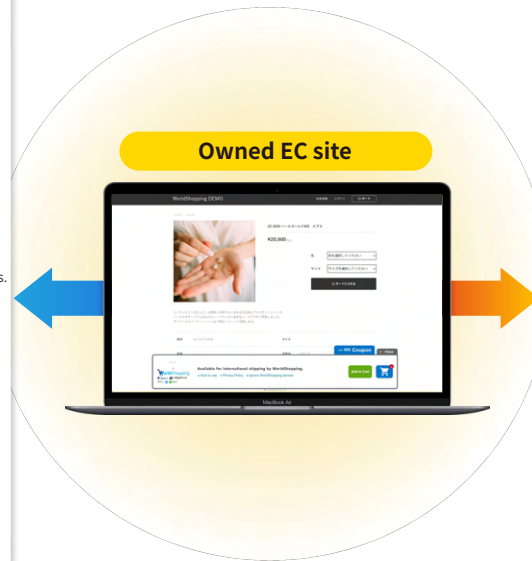
Simple

Easy, safe, and secure purchase of products from EC site that do not support overseas sales

- Various payment methods and multiple international shipping options
- UI/UX that is distinctly different from conventional complicated import agency services.
- Safe and secure service with UI/UX that is differentiated from conventional complicated import agency services.
- Exclusive coupons for overseas customers and the ability to combine products from different shops into one package.
- Save on shopping with exclusive international coupons, combined shipping of items from different shops, and more.



Owned EC site



WorldShoppingBIZ

For EC Shops

Overseas Sales Solution

Multilingual Customer Support

Overseas
PaymentFraudulent Payment
Prevention

Overseas Shipping

Adding JS* tag quickly transforms a domestic EC site into an international one.

- We provide a cart function exclusively for overseas customers, various types of overseas payments, CS support, overseas shipping, and prevention of unauthorized payments.
- No-code control of overseas sales availability by product and by country (patented)
- Dashboard for sales support, access/purchase analysis, overseas
- Provides access/purchase analysis and overseas sales promotion functions on a sales support dashboard.



After-Travel services

End-to-end support: overseas-only cart, various international payments, fraud prevention, multilingual CS, and overseas shipping

If you insert a tag into an ordinary EC site,



1

WorldShopping is activated for international access only.



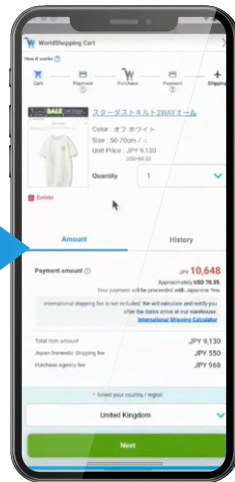
2

Navigation bar helps your shopping



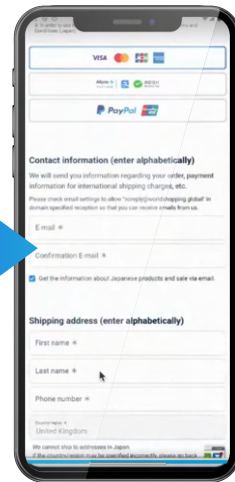
3

Put products into the shopping cart dedicated to overseas customers.



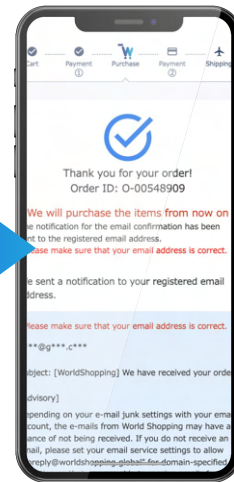
4

Overseas addresses can be entered and make payment



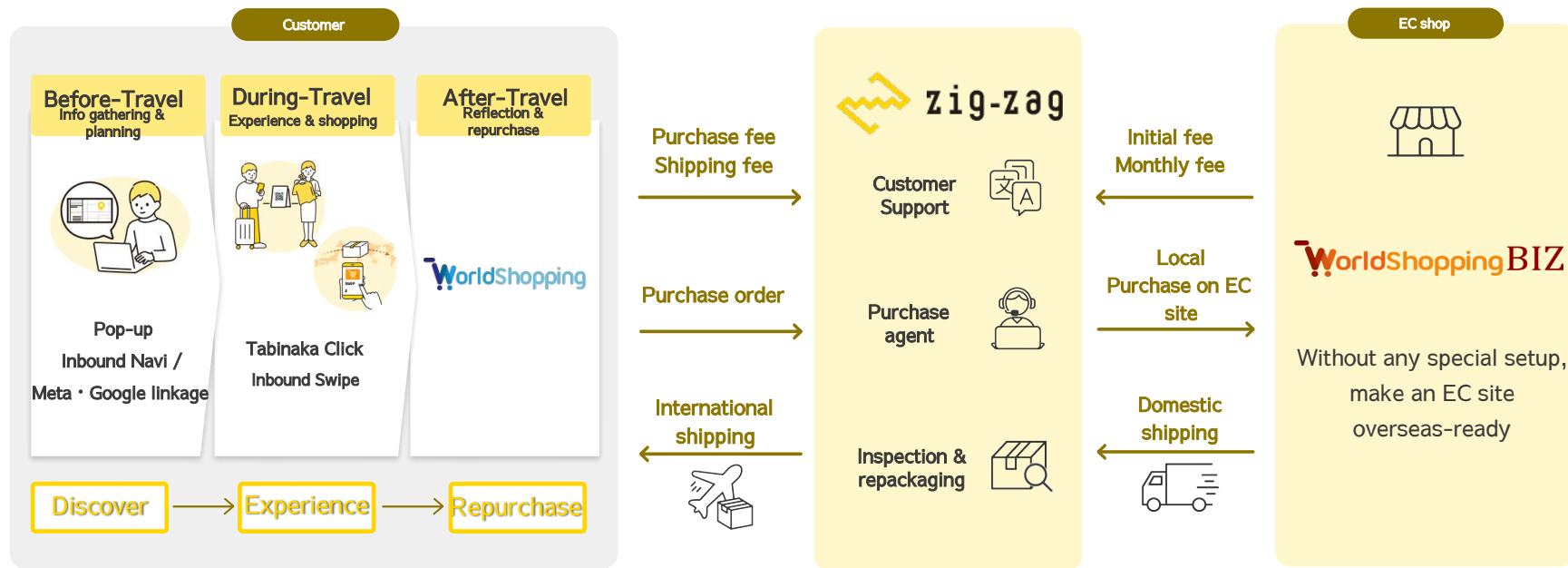
5

Order complete smoothly



Business Model

A revenue model that realizes cross-border EC "at low cost and easily" while nurturing fans and building brand equity: advance payments and GMV-linked. The more a shop's sales grow, the more we grow.



Differentiation from Competitors

End-to-end support from before-travel to after-travel.

Establishing a one-of-a-kind business model that creates customer-experience opportunities from both online and offline.

Comparison axis	Cross-border EC mall (others)	Purchasing agent (others)	zig-zag
Before-Travel (pre-visit acquisition)	×	×	○
During-Travel (offline touchpoints)	×	×	○
After-Travel (cross-border EC)	△ In-mall competition	△ Customer leakage	◎ Own brand preserved
Local events	×	×	○ Meta/Google + Taiwan base

Unique position realizing cross-border e-commerce

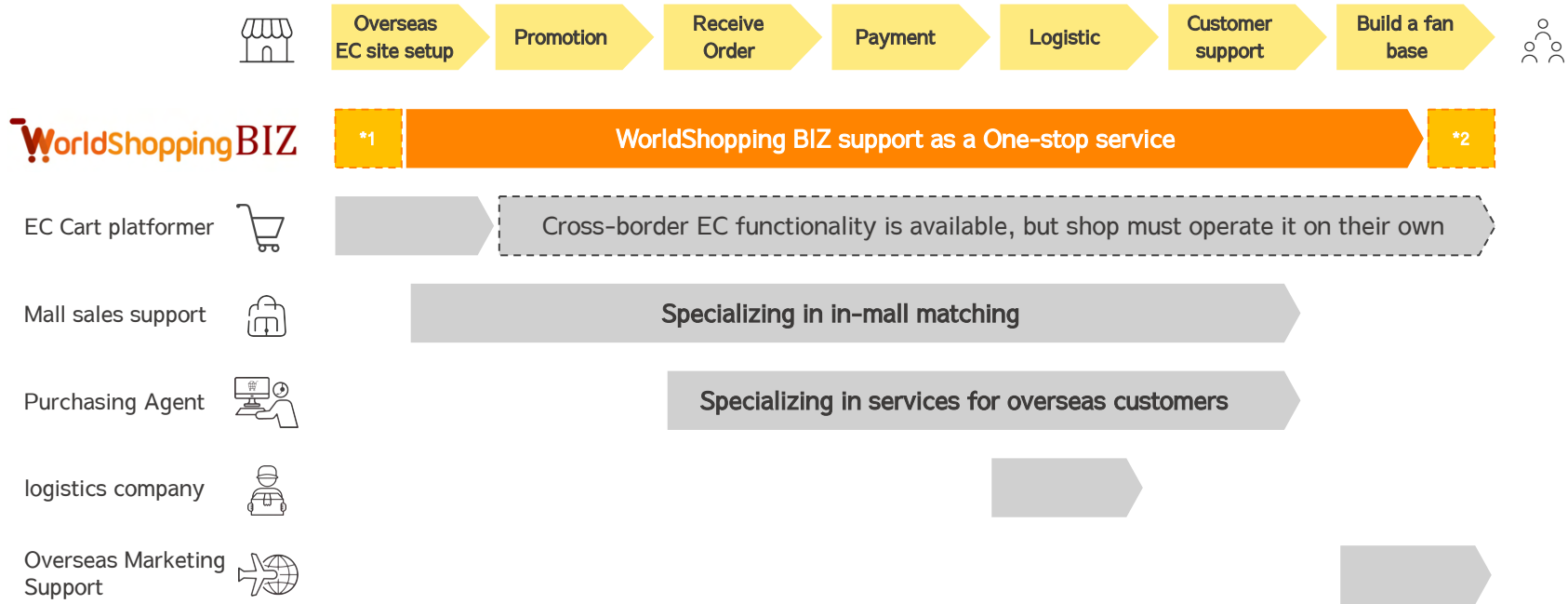
"easily" on "your own site".

By enabling the company's own EC site for global sales without listing products on external marketplaces, we provide: (1) Sales opportunities without being compared side-by-side with competitors' products, and (2) A hassle-free experience.



Barriers to entry

Because the company provides a full range of services from the shop to the last mile of operation to the customer, it is difficult for peripheral industries to enter the market.



*1 Need to prepare your own domestic e-commerce site

*2 Plans to expand services in the future



3

Market environment

Why cross-border EC × inbound, and why now

With cross-border EC market growth, expanding inbound demand, and rising popularity of Japanese products all aligning, opportunities for domestic shops to acquire overseas customers are expanding

Structural limits of the domestic market

- Japan's population to fall by ~33M by 2050
- Working-age population down ~35M; domestic demand in long-term stagnation
- Reliance on domestic EC alone is structurally difficult



Breakthrough Cross-border EC × inbound growth

Cross-border
EC market

Currently \$700B → \$8T by 2030

Inbound
visitors

36.86M in 2024



Target of 60M by 2030

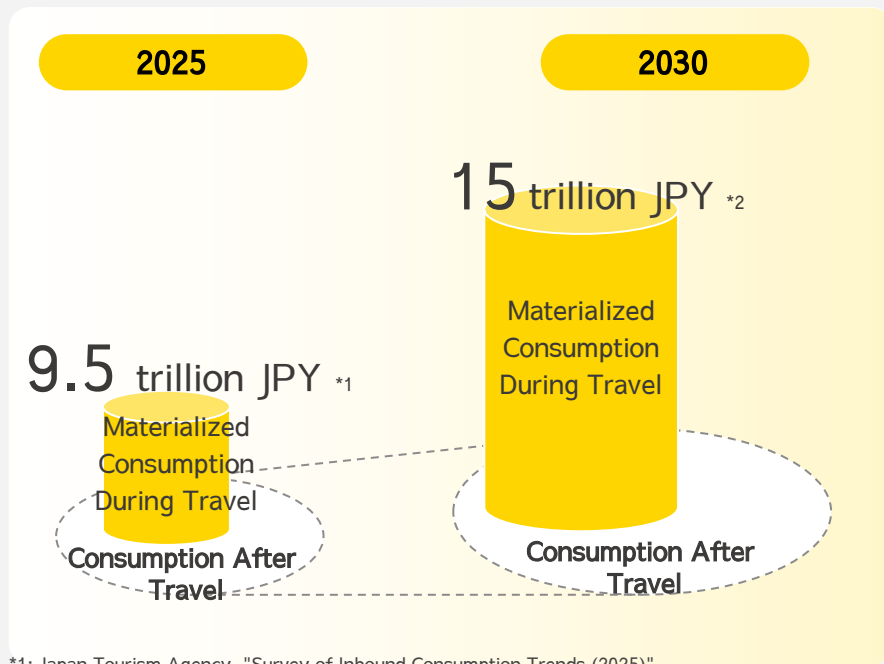
Before-Travel
expansion

To a potential 800M travelers

Visitors to Japan show a higher cross-border EC purchase rate

Inbound to Japan Market Size

Toward the government's target of 60 million visitors by 2030, inbound consumption is expected to keep expanding.
A growing base of Japan fans is expected to substantially grow post-travel consumption after returning home.

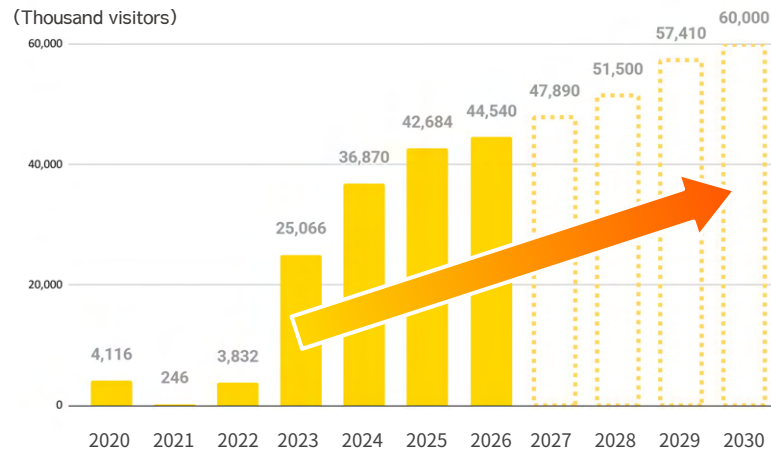


*1: Japan Tourism Agency, "Survey of Inbound Consumption Trends (2025)"

*2: Japan Tourism Agency, "Basic Plan for the Promotion of a Tourism Nation"

Annual Inbound Visitor Trends

On track for steady growth toward the 2030 government target of 60 million

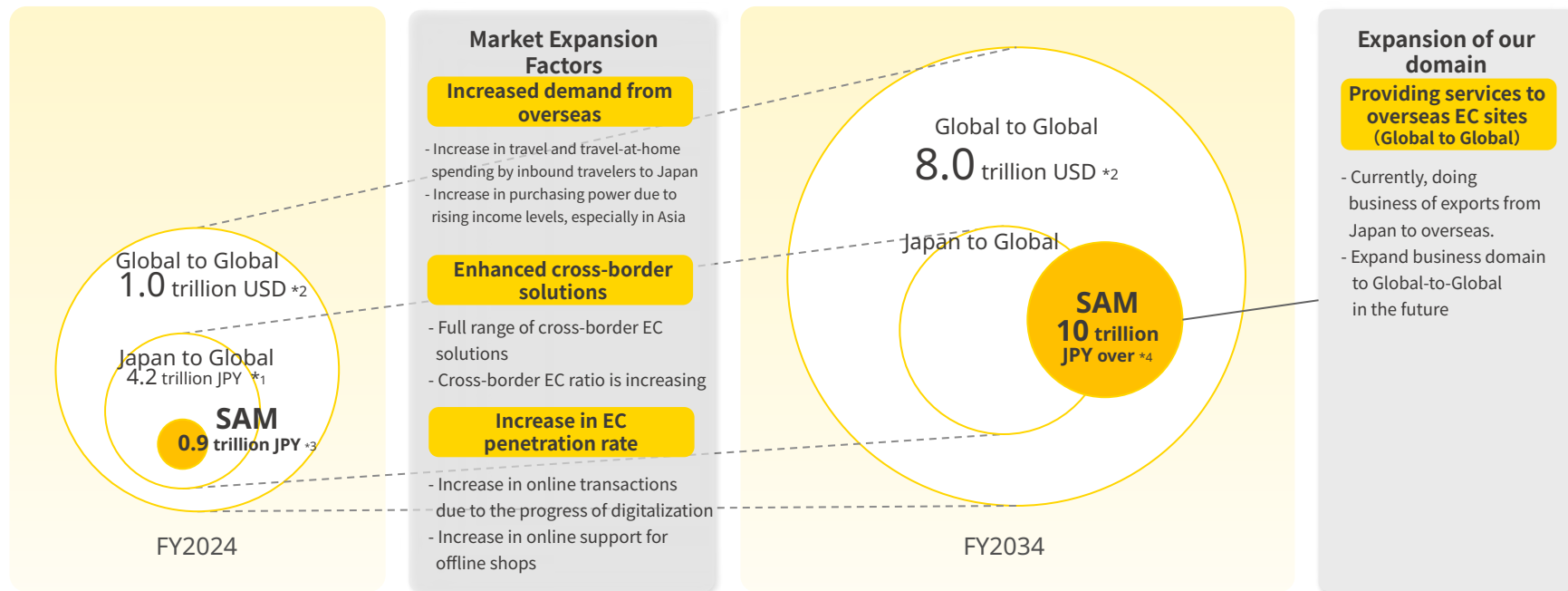


Source: Japan National Tourism Organization, "Visitor Arrivals"

Approx. **880** billion yen ^{*1}

Overseas access ratio: Results of our survey using the access analysis tool (Similarweb) for EC site activating WorldShopping BIZ

Cross-border EC is expected to grow 8x in 10 years.



*1 Cross-border EC sales from Japan to China and the U.S. (based on estimates for 2023 from the Ministry of Economy, Trade and Industry's FY2024 Digital Transaction Environment Improvement Project).

*2 Expert Market Research (estimated figures in 2025)

*3 2024 Domestic EC market 22 trillion yen (B to C retail 15.2 trillion yen + C to C retail 2.5 trillion yen) x Overseas access ratio 2-8% = 440 billion yen - 1.8 trillion yen

*4 Japan to Global (2024 SAM x 8 times = 7 trillion yen) plus a portion of Global to Global (assumed to be 0.5% of 8.0 trillion USD)

SAM: serviceable addressable market



4

Growth strategy

Strategy and measures for growth

Strengthen Before-Travel. Strengthen During-Travel. Connect After-Travel more comfortably.



Strengthen Before-Travel

To 800 million travelers worldwide



Strengthen During-Travel

Real experience → online purchase



After-Travel (foundation)

An already-established revenue source

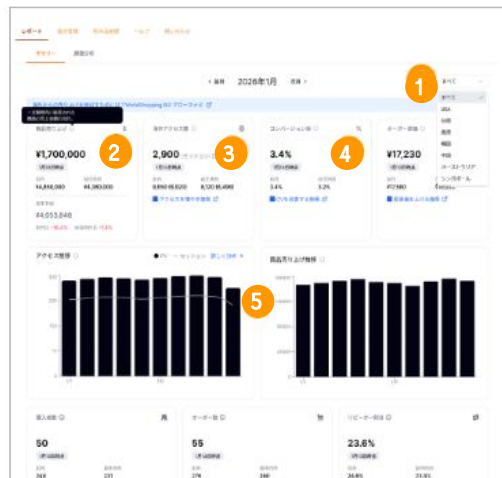
Measures

- Customer-acquisition support for shops
 - Strategic support via data utilization and Shop Success
 - Creating offline and online touchpoints
- Strengthening operations through AI
- Building the workforce

Strategic support via data utilization and Shop Success

Through Shop Dashboard features and hands-on support from the Shop Success team, we visualize overseas access and purchase data and propose optimal growth measures for each shop

- 1 Country/region selection**
Select countries/regions shown on the summary page
- 2 Product sales**
Total value of products in completed orders
- 3 Overseas access**
Number of users who visited the site from overseas
Access is page views; figures in () are sessions
- 4 CVR (conversion rate)**
Share of visitors who made a purchase
- 5 Access & product-sales trends**
View daily numeric trends for access and product sales



Feature overview

- Summary view lets each shop quickly grasp the big picture—country-level sales, trends, and more
- Issue-analysis visualizes drop-off points across the funnel (access → add-to-cart → payment → purchase)
- Visualizes access to out-of-stock and excluded products, clarifying lost sales opportunities
- Provides each shop with information that leads to concrete improvements in sales measures

Value provided

Through hands-on strategy design by the Shop Success team, we provide optimal growth support—coupons, translation, ads, and more—to deliver success

Expansion of growth support services

Accumulated purchase data and expanded services enable optimal, shop-tailored strategy design
Improving the precision of overseas acquisition, purchase experience, and repurchase measures to create a virtuous growth cycle

Expanding services that further grow global purchasing

Design based on our own actual purchase data:

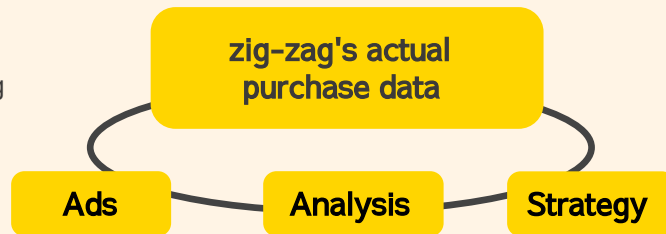
Leveraging access and purchase data from 170+ countries to help identify target countries and priority products and optimize ad-budget allocation—all data-driven.

Ad integration and delivery with major platforms:

Built a data-integration foundation with Meta/Google ads and more; precise targeting using accumulated cross-border data enables efficient ad delivery.

Effectiveness measurement and ongoing hands-on support:

End-to-end support across ad delivery, analysis, and improvement (rolling out sequentially); continuous optimization at each phase drives overseas-sales growth.

Inbound
measuresInbound
Series

Ads

Meta
linkage Google
linkageMultilingual
supportProfession
al
translation

OMO

Overseas
EventsSales
promotion

Coupons

The Shop Success team
provides hands-on support
delivering optimal growth
support

(Case) Strategic support via data utilization and Shop Success

Established a track record of driving overseas sales via Meta ads to roughly 2x through automated product/purchase-data integration.

The same capability is now available for Google Ads, broadening ad options in cross-border EC.

WorldShopping BIZ Case Study: DEAL DESIGN



Initiatives

- Automatic product catalog integration with Meta Ads (utilizing Advantage+ campaigns).
- Combined with conditional coupons aimed at increasing the Average Order Value (AOV).

Results

- Overseas Traffic : **+89%**
- Orders over 30,000 JPY : 51%→**64%**
- Average Order Value (AOV) : **+17%**
- Overseas Sales : **+93%**

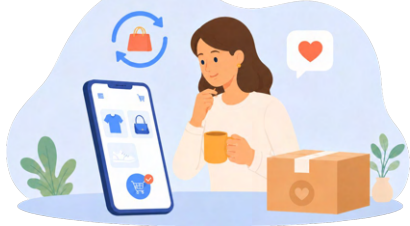
Holding local pop-up events to deliver the real experiential value of Japanese brands
Converting highly engaged customer touchpoints created at events into long-term fans via cross-border EC

Awareness / experience



Real brand
experience

Continuation



Local EC purchase
Promoting fan-building

Maximizing online through offline

✓ Market opportunity

Creating customer touchpoints via pop-ups, a rare venue for real experiences in Taiwan.

✓ Advancing an OMO strategy

Driving Japanese brands' entry into Taiwan and EC sales growth by creating experiential opportunities through an OMO (Online Merges with Offline) approach.

✓ Advancing global expansion

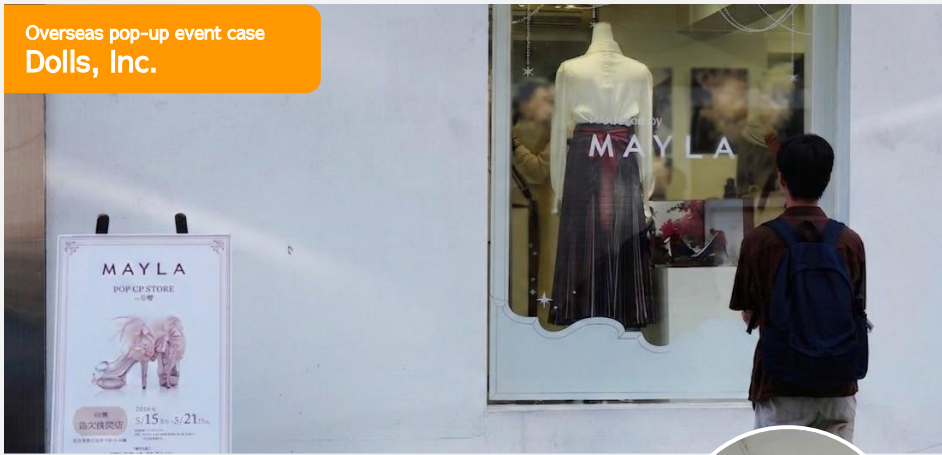
Aiming to replicate this to other global markets in the future

Overseas pop-up event case

Held a pop-up event with Japanese apparel brand Dolls, Inc.

Demonstrated the effect of OMO flow design, cross-border EC connection, and repurchase measures

Overseas pop-up event case
Dolls, Inc.



By a popular Japanese brand

Taiwan pop-up store

- ✓ Set up a one-week pop-up store in central Taipei
- ✓ After enjoying try-ons, customers completed
- ✓ cross-border purchases via WorldShopping BIZ

Customers gathered from 10+ Taiwanese cities, achieving nationwide acquisition at one venue



Initiatives

Comprehensive support for a Taiwan pop-up event, cross-border EC connection, and repurchase design

【Approx. 10x monthly overseas sales】

Achieved GMV equivalent to a month's EC sales in a single event over a few days

【New customers approx. 90%】

Attendees were first-time buyers, drawn from 10+ cities.

【Continued purchasing including inbound to Japan】

Sharp rise in visits to the Tokyo store and Threads followers.

Building a company-wide AI utilization framework. From "individual convenience" to "organizational results"—building an efficient structure

Launch of the AI Promotion Committee



Purpose

Move from individual use to team-wide utilization

Activities

Monthly workshops attended by managers and above from each team. More than a learning venue, they surface each department's issues and shared challenges, sharing information and knowledge to build a new cycle.

Turning team-shared items into AI

Initiative

Centralized management of previously scattered knowledge for internal and external inquiry handling, enabling review under common rules.

Result

Reduced workload and improved accuracy through information unification and efficiency



Multilingual expansion through AI

Initiative

Added inquiry-form display. Multilingual rollout using AI translation.

Result

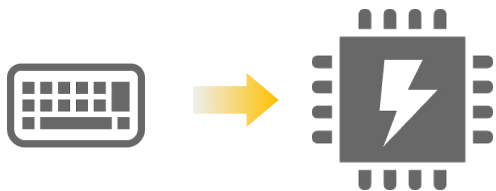
Localizing support for customers whose main language is not English enables smoother communication.



Productivity improvement in logistics operations through AI

Using AI technology, achieved efficiency and accuracy improvements in export-related work (invoice processing). Improved productivity per work hour to 240%.

Productivity Improvement via AI



Manual Entry

AI-Automated Entry

Invoice processing previously relied on manual visual checks and data entry. We have automated this by using AI to analyze product pages, extract necessary keywords, and seamlessly transfer data to the invoice master.

Establishing a Robust Logistics System via AI

Further Reduction of Manual Tasks

Automation drastically reduces on-site operational man-hours.

Scalability to Support Growth

Built a highly flexible system capable of handling shipment volume surges during growth phases.

Productivity Up **240%**

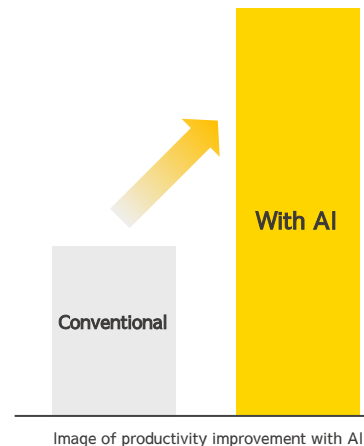


Image of productivity improvement with AI

Structural reinforcement with growth

Advancing organization and structure to execute the medium- to long-term strategy

Overview of workforce reinforcement

- Accelerating overseas expansion and building local support structures
- Automating operations and improving productivity through AI
- Expanding talent and management to support business scale-up and global expansion
- Strengthening the development structure underpinning customer convenience and data utilization

Taiwan base

- Building the structure
- Research & market development

Operations

- Standardizing quality through AI
- Strengthening business execution & management
- Expanding global talent

Product

- Expanding shop-support functions
- Expanding and accumulating analytics

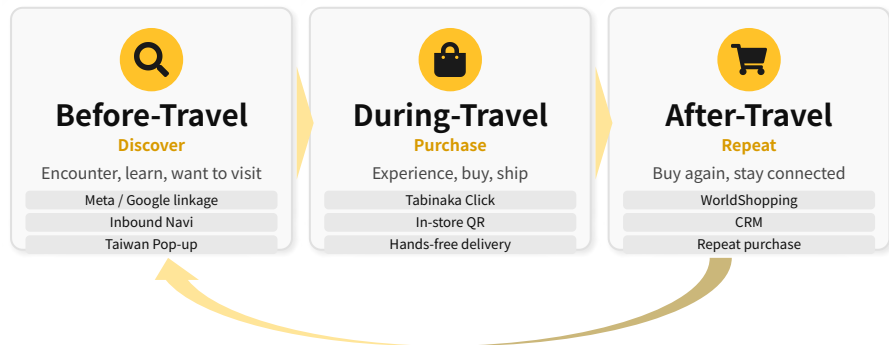
Aiming for an organizational structure and business foundation that drive sustainable growth.

Combining specialist talent leading each area with an efficient operational base to strengthen momentum toward medium- to long-term goals.

A medium- to long-term strategy to comfortably connect global shops and customers

Establishing the current model

Comfortably connecting Japanese shops and global customers



The more touchpoints expand before- and during-travel, the more continuously shops' overseas sales grow.

Establishing a Data × AI foundation

Accumulating overseas access, purchase data, country-specific needs, product data, behavioral history, and CS / logistics data.

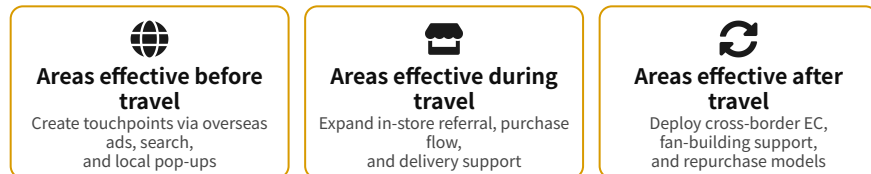
Customer data
Visualize touchpoints and behavior

Purchase analysis
Understand countries, products, and customers

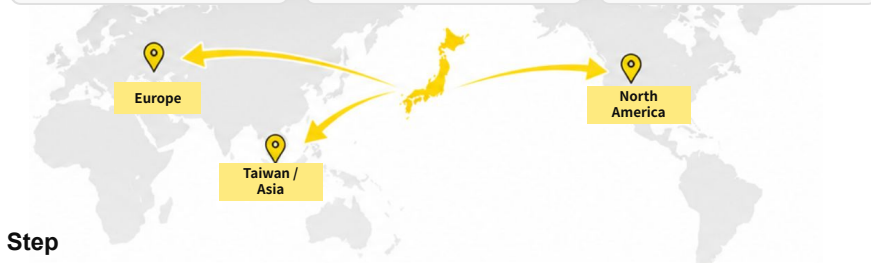
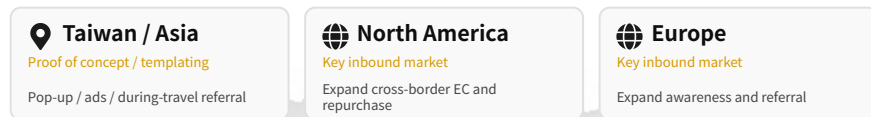
Optimization
Maximize the flow of acquisition, purchase experience, and repurchase

Medium- to long-term growth roadmap

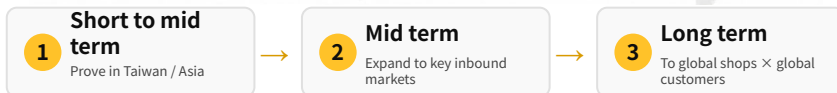
Establish an end-to-end before/during/after-travel model and expand it to the world in stages.



Key deployment areas



Step





5

Risk Information

Major Risks and Management Policies

Major Risks	Probability	Timing	Impact	Management policy
Changes in overseas customers' preferences, purchasing behavior, etc. Our business is a service that directly connects domestic e-commerce businesses with overseas customers, and currently handles a variety of merchandise sold mainly on owned e-commerce sites. In contrast to the large market mall-type services that have existed for some time, we expect that services originating from owned EC sites and small-scale marketplaces specializing in merchandise will expand in the future in order to meet the diverse needs of consumers, but we also expect that the preferences and purchasing behavior of overseas customers may differ from our expectations. However, if the tastes and purchasing behavior of overseas customers differ from our expectations, our business and earnings could be affected.	Low	Long-term	Middle	Since our services can support market-mall type, we will strive to recognize the risk at an early stage and flexibly shift our business strategy.
Currency and Macro-Environmental Risks We provide services to overseas customers in Asia, North America, and other regions, but the products we handle on our Japanese e-commerce site are settled in JPY. Although we ourselves are not directly exposed to the risk of exchange rate fluctuations, significant exchange rate fluctuations can cause significant changes in the prices of products from the perspective of overseas customers in foreign currency, which may temporarily affect the purchasing behavior of overseas customers. In addition, changes in the purchasing behavior of overseas customers due to economic recession, changes in political conditions, changes in laws and regulations, outbreaks of terrorism or conflicts, epidemics of infectious diseases, or disasters overseas may also affect our business and earnings.	Middle	No specific time period	Middle	In order to reduce these risks, the Company constantly strives to gather information and promptly implement countermeasures.

Major Risks and Management Policies

Major Risks	Probability	Timing	Impact	Management policy
Outsourcing The Company utilizes outsourcing, including overseas contractors, for some of its logistics and purchasing operations to improve operational efficiency. Currently, we have good relationships with these subcontractors, but our business and earnings could be affected if the subcontractor's business environment deteriorates and the subcontractor's fees rise, or if for some reason it becomes difficult for the subcontractor to provide services.	Middle	Long-term	Middle	For the purpose of reducing these risks and in preparation for future business expansion, the Company is partially automating its operations and securing alternative sites from the standpoint of business continuity.
Intellectual Property If a case arises in which our intellectual property is infringed by a third party and cannot be protected, or if we incur a large amount of costs to protect it, our business and earnings may be affected. In addition, if a third party claims infringement of our intellectual property rights with respect to the technology we use, and we incur a large amount of expenses to resolve the dispute, our business and earnings may be affected.	Low	No specific time period	Middle	We have made continuous efforts to acquire intellectual property rights related to the businesses we operate since our establishment, and we carefully protect our rights to the trademarks and technologies we use. We have confirmed that our patents are effective, as there have been cases in which the Patent Office has rejected oppositions to patents held by our company. In addition, when we launch a new service, we consider acquiring intellectual property rights as a general rule to prevent infringement of third-party intellectual property rights.
Competitive Environment In our business area, there are certain barriers to entry due to the need for technology that enables cross-border sales with a single line of Javascript tags and a robust operational structure, but there are operators providing similar services in Japan and overseas. The cross-border EC market is expected to continue expanding, but if the competitive environment intensifies in the future business expansion, our business and performance may be affected through increased costs due to additional investments to improve service levels and strengthen sales promotion activities.	Middle	No specific time period	Middle	We are pursuing differentiation by placing value on improving usability for customers and smoothly connecting customers and e-commerce sites, with our strength in providing services to our own e-commerce sites that are not able to support overseas customers. Furthermore, we have been working on an intellectual property strategy to reinforce these strengths since the company's establishment, and we are striving to maintain our superiority by securing multi-layered rights both in Japan and overseas.



6

Appendix

zig-zag's Strengths / Services and Operations

Operations that deliver to more than 170 countries/regions by providing one-stop shopping, CS, and logistics services with a focus on shop/customer satisfaction.

Support system structured to be close to the shop

Provide know-how for successful overseas sales, visualize with a dashboard, and build a support system to create a successful experience together.

Operational experience for a wide variety of shops and products

Handled more than 800,000 cases for a wide variety of shops and products. Experience in providing one-stop shopping, CS, and logistics services to more than 170 countries/regions.

Multinational team to manage services with a focus on the voice of the customer

Continually improving its services with an emphasis on customer feedback, resulting the company continuously receives high ratings from NPS and external review sites.



Highly rated in customer reviews

We value overseas customers' voices and continuously improve our services.
Building customer trust leads to more repeat customers.

International review site



WorldShopping
Number of reviews:
16,000
4.4/5.0
(as of July 9, 2026)

<https://www.trustpilot.com/review/www.worldshopping.global?languages=all>



WorldShopping is a useful service
WorldShopping was an interesting service to find. Buying music albums from Japan can be difficult if they aren't available in international webshops, as many regular webshops don't offer overseas shipping.

Being able to shop at a non-international shop and have it forwarded from a local service in Japan opened up many more options.

The process was quite simple: I ordered and paid for the product from the seller. After WorldShopping received it at their warehouse, I was charged separately for international shipping and a service fee, and the products were shipped to me.

I will definitely keep them in mind for future imports.

Date of experience: September 27, 2024

Original: <https://www.trustpilot.com/reviews/66ff08b92783e2a9da068dac>



I have used WorldShopping frequently for about two years. Every item I ordered arrived home safely with no damage to the packaging, and shipping from the warehouse is very fast. I place great trust in this service.

Date of experience: July 2, 2026

Original: <https://www.trustpilot.com/reviews/6a4f23e9c2a1f3a4629cad22>

IP Strategy

Protect our unique services with patents to prevent imitation by others and ensure market superiority
14 patents granted (9 domestic, 5 overseas)

Control selection/purchase buttons on e-commerce sites

Controls not to feed the cart for domestic sales, ensuring a smooth purchase experience and high conversions

Functions that are exclusively provided by our patents in similar services.



Flow Control
Patent No. 7278837

Determine the customer's country of residence



Patent No. 6508865

Specify quantity and size in the dedicated cart (Linked to the payment page)



Patent No.7212430

Control delivery availability by country and product



Patent No.6979144, Patent No.7212430

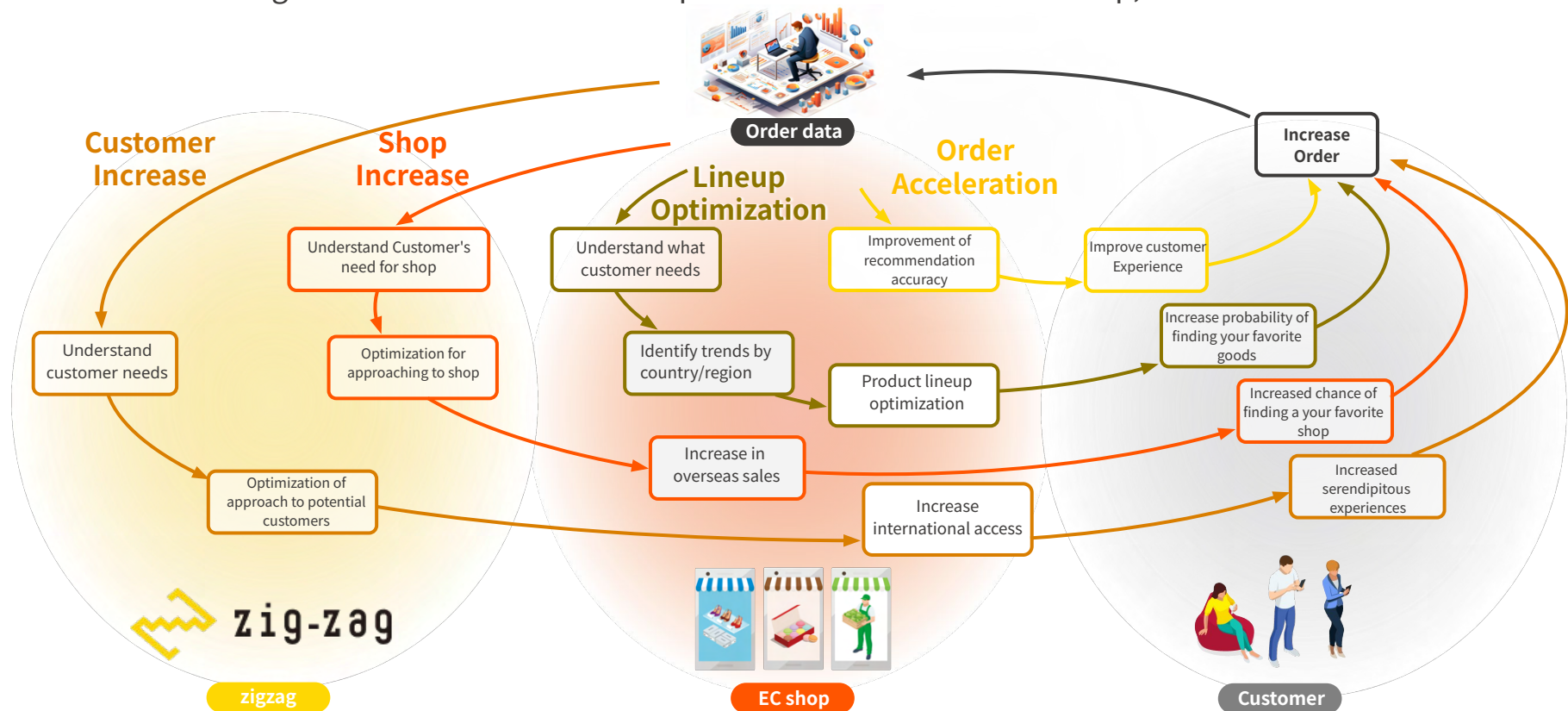
Fraudulent Payment Prevention (Controlling payment flow from overseas)



Patent No.7278837

Flywheel

A business model that creates a virtuous cycle of value as more purchase data is accumulated, resulting in a win-win-win relationship between the e-commerce shop, the customer and us.



Because a single line of tag works for any shop,
it is adopted by shops across a wide range of categories, from large enterprises to
SMEs.

FASHION



ANIME / TOY GAME



MUSIC



JEWELRY



STATIONERY



GROCERY / FOOD

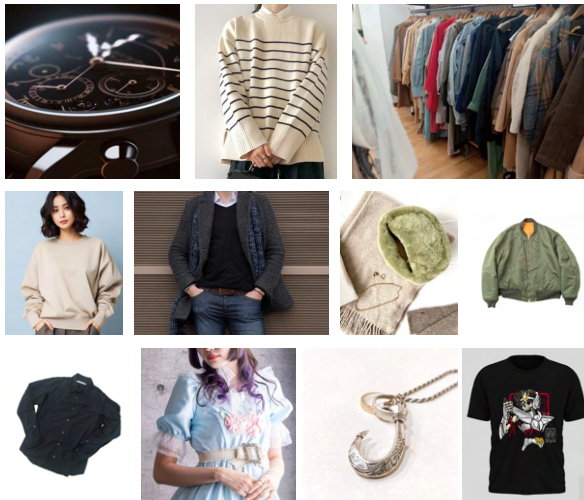


HOME&KITCHEN



Examples of merchant goods

Volume zone



Item : Women's apparel
Customer: Asian women in their 30s

Distinctive product

Japan-specific IPs

- Animation / Character goods, etc.



Things you can buy at a bargain price with a cheap JPY

- Luxury brands/premiums, etc.



Japanese cultural

- Japanese goods / Manga / Kendo protective gear, etc.



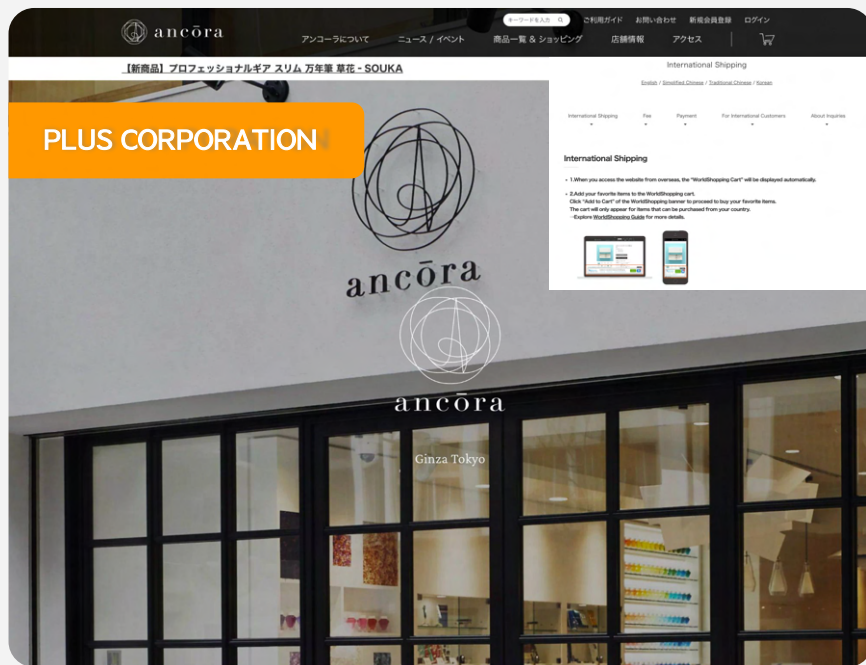
Seasons are reversed in the Southern Hemisphere

- Coats/ Swimsuits, etc.



Case study for Multilingual Translation Functions

Combining WorldShopping's improved traffic flow and multilingual translation, sales increased 3.5 times compared to the previous year.



<https://www.worldshopping.biz/case/202505-ancora>

Implementation

- Created guidance pages for overseas customers to improve conversion rates
- Simultaneously introduced multilingual translation tools. Increased understanding of the brand's worldview and products, resulting in increased purchases

Effect

Translation functionality improved page transition rates and increased purchase rates due to better understanding of products.

Revenue (YoY)

Total Revenue	English	Korea	Chinese (Simplified)	Chinese (Traditional)
347.7%	313.5%	592.5%	166.8%	277.2%

WorldShopping BIZ

Establishing a foundation for attracting inbound tourists by improving search rankings through MEO and accumulating multilingual reviews.

WorldShopping BIZ Case Study:
Monalisa Yosoten



Initiatives

- Multilingual updates based on target keywords.
- Promoting reviews using AI-powered features.
- Ranking chart analysis for target keywords.
- Ranking calendar analysis comparing company performance with competitors.

Results

- Improved search rankings for target keywords.
- **Traffic: +45% increase** (YoY).
- **Review score up +0.5 points** through improved store operations and review collection using the promotion tool.

Publication of White Papers and Research Reports

Supporting strategy formulation for EC sites engaged in cross-border commerce.

Cross-border EC Sales Report

2025 Sales Ranking by Item Category

1		T-shirts
2		Plush Toys
3		CD/MUSIC
4		Pants
5		Acrylic Stands

2025 Top 5 Products by Sales Volume

1		Popular Mascot Plush Toy
2		Furikake (Food seasoning)
3		Chinese Artist Exclusive Album
4		Character Collab Earbuds
5		Popular Character Album

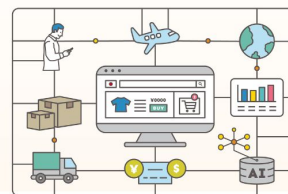
Visualizing latest global demand and trends based on WorldShopping BIZ user data.

Cross-border EC & Web Inbound White Paper 2026

越境EC・ウェブインバウンド 白書 2026

Key Highlights

- ✓ Explaining cross-border EC in Japan and globally
- ✓ Analyzing insights from 2,100+ global consumers
- ✓ Survey results from 100+ companies engaging in cross-border EC



Analysis of consumer trends in 7 countries and domestic cross-border strategies, in collaboration with Resorz Co.,Ltd.

Handling of this document

- This material has been prepared for the purpose of providing information on the Company and is not intended as a solicitation to buy shares issued by the Company.
- This material contains forward-looking statements. These forward-looking statements are based on information available to the Company at the time of preparation of this material, but the accuracy, reasonableness, and appropriateness of such information has not been fully verified. Therefore, they are not guarantees of future results and involve risks and uncertainties. Please note that actual results may differ materially from those projected in the forward-looking statements due to changes in the environment and other factors. Factors that may affect the actual results described above include, but are not limited to, domestic and international economic conditions and trends in our related industries.
- This material contains information about other companies, including information about our competitive environment, industry trends and general changes in social structure.

Future Disclosure

- This document will be disclosed around the time of the announcement of these financial results. The next update is scheduled for July 2027.