Press Release

September 5, 2019
SOU Inc.

The SOU Group Steps Up Business Activities in Hong Kong

Even Larger Hong Kong Auctions Offering More Categories; Launch of Consignment Sales



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. As part of an effort to expand business activities, SOU Group company STAR BUYERS LIMITED (Hong Kong Special Administrative Region of the People's Republic of China; Susumu Muguruma, representative director and president) has announced a new auction category and the commencement of consignment acceptance and sales through STAR BUYERS AUCTION Hong Kong.

Jewelry Auctions in Addition to Main Diamond Auctions

STAR BUYERS AUCTION has been a main sales channel for the SOU Group since April 2013. The company has continued to grow in Japan as an auction administrator selling luxury brand items purchased through the SOU Group. In March 2017, STAR BUYERS AUCTION began in Hong Kong, mainly selling diamonds.

In September 2019, STAR BUYERS AUCTION announced the addition of jewelry auctions as part of an expanding list of goods available through Hong Kong auctions. In addition to nearly 1,300 diamonds, approximately 400 pieces of jewelry will also be offered at the next auction.

■Inquiries: Investor Relations, SOU Inc. TEL: +81-3-4580-9983 / Mail: media@ai-sou.co.jp

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Launch of Consignment Acceptance and Sales Aiming to Expand Auction Size and Improve Profitability

STAR BUYERS AUCTION Hong Kong now accepts and sells diamonds on consignment from other businesses. To date, sales have consisted mainly of SOU Group items purchased in Japan. Consignment sales will result in larger auctions that offer greater attraction to overseas purchasers and more value for all. At the same time, consignment sales will serve as another revenue sources as the SOU Group aims to raise profitability.

Launch of China Business Development Division, Aiming to Enter the Chinese Mainland Market From Hong Kong

In September 2019, SOU Inc. dissolved its Hong Kong Business Department, responsible for growing the company's business in Hong Kong, in favor of establishing a new China Business Development Division. The SOU Group aims to enter the Chinese mainland market, leveraging a history of successful auctions in Hong Kong, Hong Kong-based luxury brand item purchasing (since July 2019), and the newly expanded Hong Kong auctions. Further, the company's Overseas Business Headquarters, home to the China Business Development Division, is conducting feasibility studies for entry into other areas of Asia, America, Europe, and other overseas locations as the SOU Group strives to develop, grow, and spread the acceptance of reuse goods across the world.

■ September STAR BUYERS AUCTION Hong Kong Auction Overview

Diamonds

Preview: September 11-13, 2019 (Wed-Fri) 9:00 to 18:00

Auction: September 14, 2019 (Sat) 9:00 AM

Jewelry

Preview: September 11-13 (Wed-Fri); 15 (Sun); 16 (Mon) 9:00 to 18:00; 17 (Tue) 9:00 to 11:30

Auction: September 17 (Tue) 12:00 PM

*All preview and auction sessions to be held in the STAR BUYERS LIMITED office auction room.

*After discussing the Hong Kong demonstration situation with auction participants, STAR BUYERS LIMITED plans to hold the previews and auctions as scheduled.

■ 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

・CEO：Shinsuke Sakimoto

・Business Scope: Purchase and sales of luxury brand goods, precious metals, Antiques, etc.

■ STAR BUYERS LIMITED Overview (http://starbuyers-auction.hk/company/)

・ Head Office: Nathan Hill 7F and 8F, 38 Hillwood Road, Tsim Sha Tsui, Kowloon, Hong Kong

・ Established: October 1, 2015

・Representative Director and President: Susumu Muguruma

・Business Scope: Purchase and sales of luxury brand goods, precious metals, etc.

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