SOU

Press Release

Friday, October 11, 2019

SOU Inc.

Access to Art and Real Estate Values in Real Time!

Personal Estate Asset Management App Miney

Complete Redesign; Now Includes Value Data for Paintings, Antiques, Art Objects, and Real Estate



Pursuing a mission to provide global access to pricing and value data for smarter lifestyles, SOU Inc. (Tokyo; Shinsuke Sakimoto, representative director and president) aims for the further growth of the reuse market. On October 11, 2019, SOU announced a full redesign of its Miney app, including new item categories such as paintings, antiques, art objects, and even real estate.

Highlights

- ✓ Easy access to hard-to-find information on the value of paintings, antiques, and art objects
- ✓ New real estate category! See current valuations for land, houses, condominiums, and more
- ✓ Manage other belongings as valuable personal assets in addition to luxury brand items More convenient user interface

Personal Estate Asset Management App Miney Surpasses ¥8.9 billion in Registered Assets and 55,000 Registered Users

Originally released in 2017, Miney allows users to take a simple smartphone photo of their watches, bags, jewelry, and other luxury brand items to access information on current and past valuations. Today, Miney has more than 55,000 registered users and in excess of ¥8.9 billion in registered assets (as of August 2019).

Today, SOU Inc. announced a new redesign for Miney, allowing users to register their privately owned paintings, antiques, art objects, and even real estate in addition to the luxury brand items already available. Miney is more convenient than ever, offering centralized access to current values and value trends across a greatly expanded range of item categories. Users can see valuations and manage a wide range of personal assets at any time from a single smartphone--from luxury brand items stored in closets to the value of their current residence.

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Value Information for Traditionally Difficult-to-Appraise Paintings, Antiques, and Art Objects; Critical Data for Inheritance, Estate Liquidation, and Life Planning

Compared to luxury brand items, paintings, antiques, and other art objects are difficult to appraise at current values. Japan, in particular, struggles with the disposal of these items (in connection with inheritance, estate liquidation, and life planning) without ever knowing their true value. The Miney app allows users to upload photos of their assets to confirm current value and historical value trends. In this way, users can sell valuable objects rather than dispose of them, or retain items in a manner appropriate to their value.

- Paintings, Antiques, Art Objects　Categories Available for Listing



Real Estate Appraisal Function Provides Truly Impartial Valuations

Critical valuation data for real estate, one of the most common and important assets held by individuals. Using Miney, property owners can confirm the current value of their land, houses, or condominiums anywhere in Japan--simply by providing the address of the property. This function uses artificial intelligence to collect and incorporate a vast amount of complex data into up-to-date real estate appraisals, including information in constant flux, such as neighborhood characteristics, comparable sales, and publicly available prices.

Appraisals are easily available via smartphone, even for individuals not currently considering selling their homes.



(Artist Rendering of Real Estate Management Function)

Complete Redesign, Including the Miney Logo

The latest Miney update is a complete redesign, from included services to app logo and user interface. The new Miney app logo resembles a graph showing value trends, reflecting the nature of Miney as an app that helps users manage their belongings as valuable assets.

Through Miney, SOU Inc. offers a platform through which any person can easily see up-to-date valuations and treat their belongings as valuable assets. SOU will continue to forge ahead, providing support for individuals to manage their privately owned assets.

Miney

(New Logo)

(New App Icon)

*Version for Android already released; version for iOS scheduled to be released as of the day of this press release.

■ 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
- Representative Director: Shinsuke Sakimoto
- Business Lines: Sale and purchase of branded goods, precious metals, antique items, etc.

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