

The SOU Group Adopts a Holding Company Structure and Starts Fresh with a New Name and Corporate Philosophy

SOU Inc. (Tokyo; Shinsuke Sakimoto, Representative Director and President) adopted a holding company structure on March 1, 2020, marking a new start with a new name and a new corporate philosophy. We view this change as a second founding, entering the next stage as the Valuence Group.

We aim to create a world in which all people can live true to themselves

"Valuence," our new company name, is a combination of the words "value" and "experience." This name represents our view that our entire range of business activities should provide life-changing value for all of our stakeholders, including our customers. In accordance with this view, we strive to create a world in which all people can live true to themselves while maintaining personal integrity, abundant confidence, and bright smiles.

Throughout our existence, we have constructed our own original business model and achieved growth through our core reuse business, which primarily handles luxury brand items, antiques, and works of art. As we progress through our second founding period, we will overhaul our business model with an eye on overseas expansion and endeavor to transform from a reuse company into a company that provides life-changing value.

Valuence Group's Corporate Philosophy

Mission

Encouraging people live true to themselves.

Vision

Providing life-changing value to the world.

Valuence Group

Pure holding company (formerly SOU Inc.)

Valuence

Valuence Holdings Inc.
Strengthening groupwide administration and management,
strategic planning, and maximizing corporate value

Operating companies

Valuence Japan

Valuence Japan Inc.
Operates a reuse business handling luxury brand items in Japan

Valuence International

Valuence International Limited (former Star Buyers Limited)
Operates a reuse business handling luxury brand items overseas, conducts foreign market research, and develops overseas partners

Valuence Art & Antiques

Valuence Art & Antiques Inc. (formerly Hakkoudo Inc.)
Operates a reuse business handling antiques and art

Valuence Technologies

Valuence Technologies Inc. (formerly SOU Technologies Inc.)
Develops IT systems and apps

Valuence Real Estate

Valuence Real Estate Inc.
Operates a real estate business (established on March 2, 2020; operations expected to launch in June of the same year)

Valuence Holdings Inc.
https://www.valuence.inc/

- Securities Code: 9270
- Established: December 28, 2011
- Representative Director and President: Shinsuke Sakimoto
- Head Office: Shinagawa Season Terrace 28F, 1-2-70 Konan, Minato-ku, Tokyo
- Business: Purchase and sales of luxury brand items, precious metals, antiques, and other products

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