Today, MC Fashion, a wholly owned subsidiary of World Co., Ltd., announced a press release regarding its business and capital partnership with the following content.

To whom it may concern

July 7, 2025

Announcement on Business and Capital Alliance with CFCL Inc.

MC Fashion Co., Ltd. (Address: Minato-ku, Tokyo, Shinichi Nishikawa: Chairman and Representative Director, Shinya Yuki: President & CEO, hereinafter referred to as “our company”) announces that our company has concluded a business and capital alliance agreement with CFCL Inc. (address: Shibuya-ku, Tokyo, Yusuke Takahashi / Naohiko Matsuura: Representative Directors, hereinafter referred to as “CFCL”) (hereinafter referred to as “this business and capital alliance”), aiming for establishment of cooperative relationship for global expansion of fashion brands and that our company has executed the underwritting of capital increase through third-party share issuance by CFCL as stated below.

Purpose and approaches of the alliance

Our company was established in October 2009 and has developed the procurement capability for materials and products using our global network as well as such systems as linking production and logistics data, the production background and customer bases fostered by long-term business relations and global human resources, as a specialized trading company mainly doing OEM businesses for apparel, household goods and footwear. In recent years, we promote “industry-specific business management model”, having “problem-solution type business” that solves management issues throughout the supply chain and “brand joint management (business investment)” aiming for improving the corporate value of the company to which an investment is made by providing the knowhow of problem solution as our two core businesses.

CFCL , which stands for “Clothing For Contemporary Life," proposes knitwear as a tool for people to use in their everyday lives, with an emphasis on functional clothing, environmental consideration, optimal material selection, and a transparent supply chain. The brand engages in planning, production and sales of knitwear products, having unique product development capability and customer base with high loyalty as its strength. CFCL has achieved substantial growth since its establishment in 2020. It received “FASHION PRIZE OF TOKYO” in 2021 and

become the first apparel brand in Japan to be certified B Corporation (international certification system by US nonprofit organization B Lab. It is given to companies having high public benefit that meet certain standards for social and environmental performance based on a rigorous assessment) in 2022. In 2024, CFCL presented a runway show in the official calendar of Paris Fashion Week. As of June 30, 2025, CFCL has 6 direct stores in Tokyo and Osaka and plans to open new stores in future.

Our company ensures following approaches through this business and capital allliance and aims to enhance business-support knowhow for globally expanding fashion brands, obtaining further opportunities and reinforcing execution for brand joint management businesses that our company promotes in addition to contributing to CFCL's growth.

1.) Support for expansion of overseas businesses

Our company ensures global expansion of fashion brands and aims to contribute to problem-solution of domestic fashion industry and to improvement of international competitiveness, by supporting the expansion of CFCL's overseas businesses, using the global network that our company has developed.

2.) Enhancement of supply chain mamagement

Our company ensures providing knowhow and human resources support to seek optimal production bases, to enhance production capacities and to improve the inventory management system, etc. to materialize a stable supply of CFCL's high quality products and to further improve the customer satisfaction.

3.) Support for corporate functions

Our company provides knowhow for dealing with laws and regulations in each country for CFCL's global expansion and supports establishment and enhancement of management bases essential for business growth.

Comments by Mr. Naohiko Matsuura: Representative Director and Deputy President, COO, CFCL
"CFCL has developed its businesses in Japan as well as overseas since its establishment in 2020, and it has been always an issue that we have a shortage in human resources to drive our businesses. In addition, CFCL pursues a work environment where various personnel can work according to each circumstance. This business and capital alliance with MC Fashion Co., Ltd. will be a strong framework both in business development and in organizational structure, and we will take proactive steps to be a new cooperative achievement between a newly developed company and a large company in Japanese fashion industry."

Comments by Shinya Yuki: President & CEO and Head of Lifestyle Division, MC Fashion Co., Ltd.
“I am excited to contribute to further accelerating CFCL’s business growth through this business and capital alliance by providing functions and knowhow that our company has developed for many years relating to overseas expansion, establishment of production structure and enhancement of business bases that CFCL aims to achieve. I also expect that our company will obtain further opportunities and growth for brand joint management businesses that our company promotes by enhancing knowhow through business support for globally expanding fashion brands.”

[Company profile]

■ CFCL Inc.

Address: 17-9, Moto-Yoyogi-cho, Shibuya-ku, Tokyo

Business scope: Planning, production and sales of apparel products

URL: https://cfcl.jp/

■ MC Fashion Co., Ltd.

Address: Sumitomo Fudosan Tamachi Building East, 3-16-16 Shibaura, Minato-ku, Tokyo

Business scope: Manufacturing and sales of apparel, general goods and footwear, as well as the provision of outsourced services for related business activities such as sales, production progress management, delivery processing, and the sale of associated services and systems

URL: https://www.mcf.co.jp/