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START TODAY CO.,LTD.

December 13th 2017

Start Today Co., Ltd.

START TODAY becomes 100% owner of “Colorcle”, a venture business from Kyushu Institute of Technology

The largest Japanese online fashion website “ZOZOTOWN” (<http://zozo.jp/>) operated by Start Today Co., Ltd. (CEO *Yusaku Maezawa*, Headquarters in Chiba city) announced 100% ownership acquisition of “Colorcle” (CEO *Takayuki Okubo*, Headquarters in Fukuoka city), a venture business from Kyushu Institute of Technology (also known as “Kyutech”), which will become a subsidiary of Start Today Co., Ltd.

Colorcle is known for its skilled development team with great knowledge in the field of machine learning algorithm development and big data analytics, as well as experience in system construction mediation and App development in the fashion industry.

By applying the Colorcle team’s development skills to Start Today, we believe we can further improve our business, therefore decided to acquire Colorcle, as one of our subsidiaries.

About “Colorcle”

■Name of company	:Colorcle
■Location of Headquarters	:Fukuoka City Chuoku Nishinakasu 12-11
■CEO	: <i>Takayuki Okubo</i>
■Established	:February 1 st , 2012
■Business	:Software development
■Website URL	: http://colorcle.com

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START TODAY CO.,LTD.

Start Today Co., Ltd. <http://www.starttoday.jp/>

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CEO *Yusaku Maezawa*
Established May 21, 1998
Capital stock 1,359,903,000yen (As of June 31, 2017)