



About Private Brand “ZOZO”

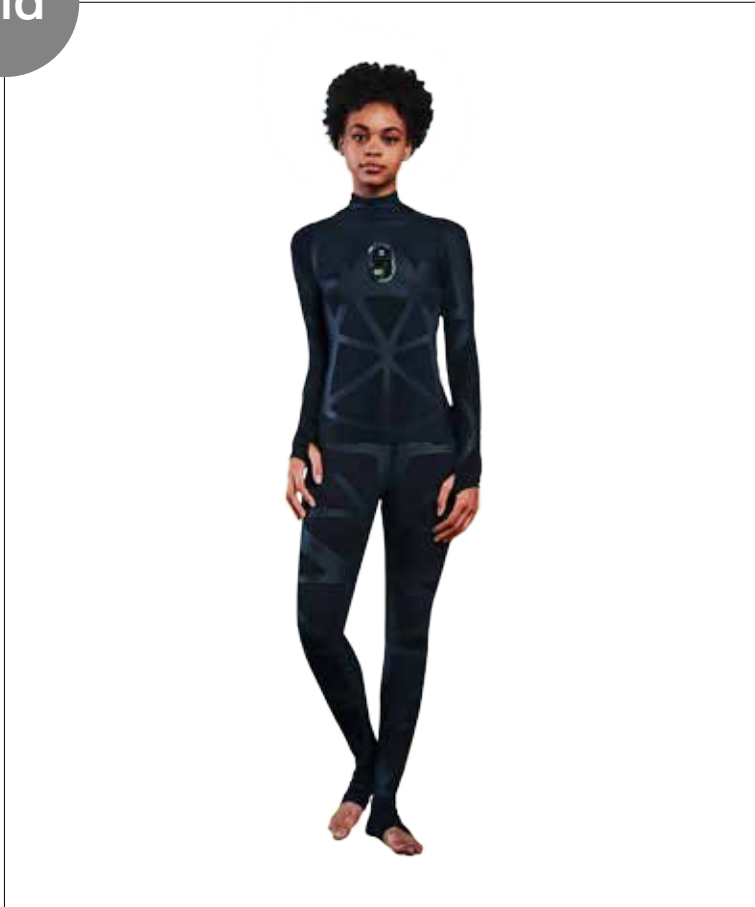
**The number of ZOZOSUIT
orders already
exceeded 1 million**

**Delay in delivery
due to production lag.
We deeply apologize.**

**Today, I will explain
specific measures
to breakthrough.**

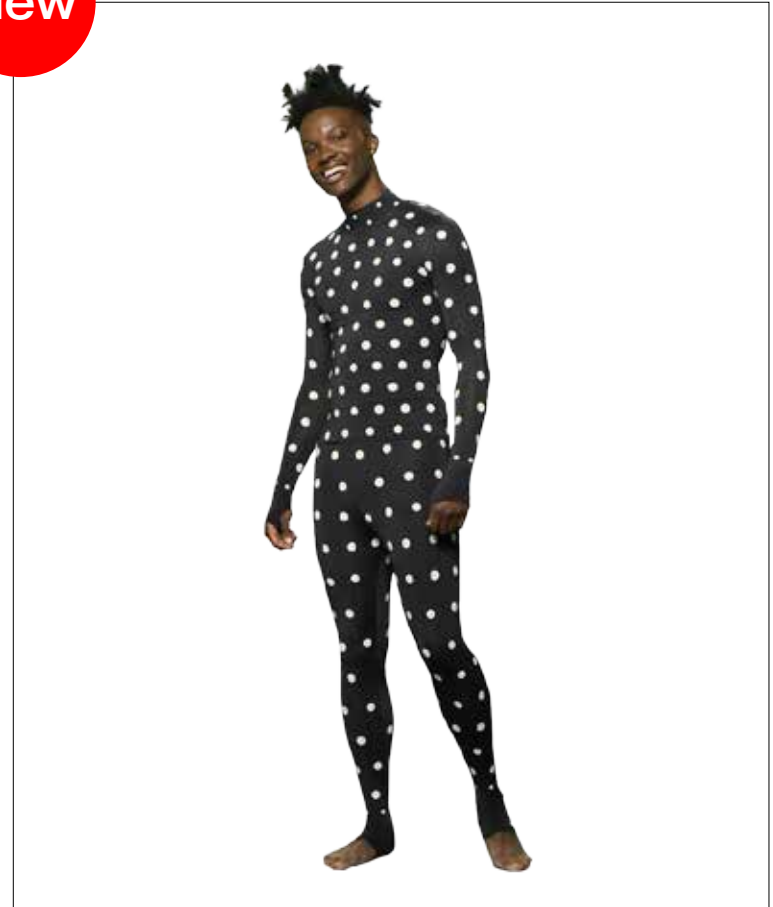
Introduction of ZOZOSUIT

Old



Sensor type

New



Marker scanning type

How to Measure



Take photos of your body by following the voice instruction

Improving Points of ZOZOSUIT

- **Brand-new user experience with VUI (Voice User Interface)**
- **No worry for battery dead**
- **Washable**
- **Easy mass production**
- **Significant reduction of cost**
- **No risk of connection defect such as bluetooth**

Distribution Target

**Planning to distribute
6-10 million suits for free
in this fiscal year**

Already dispatched about 4,000 suits today

**Deliveries for orders up to now are
planning to be completed by mid-July**

Cost and Future Prospect

Now

A suit with about 300-400 markers

Cost : about 1,000 yen



Future

No need for markers and suits?

Cost : 0-500 yen

**Where will the costs of
ZOSUIT be recorded?**

**It will be disclosed by
included to promotion
related expenses on PL**

**Reactions from users
received previous ZOZOSUIT**

First of all, it's stunning! lol



ZOZOSUIT arrived.
Extremely futuristic.



@*****

60% of the received measured.



**Finally! Measured→
Order-made order right away!**



@*****

50% of the measured purchased 2.5 items of PB.



ZOZOSUIT and my sized PB arrived. What is great is that you can order items with + cm or - cm of your best size. This is all that I could ask~



@*****

Zero return or exchange, Seems satisfactory.



Ordered items as recommended and they fit right! It's really amazing.



@*****

Performance

Average measured CVR to suits distributed : 60%

Average purchased CVR to users measured : 50%

Average purchase pieces per person : 2.5 pieces

Average purchase amount per person : 7,500 yen

**If these performances are directly
applied to the number of
suits distribution target**

PB Targets of This Fiscal Year

Suit Distribution : 6-10 million

Measured users : 3.6-6 million

Purchased users : 1.8-3 million

Entire Purchase Amount : 13.5-22.5 billion yen

Item Category

Now 2 Categories

Slim Tapered Denim, T-shirt



June 5 Categories

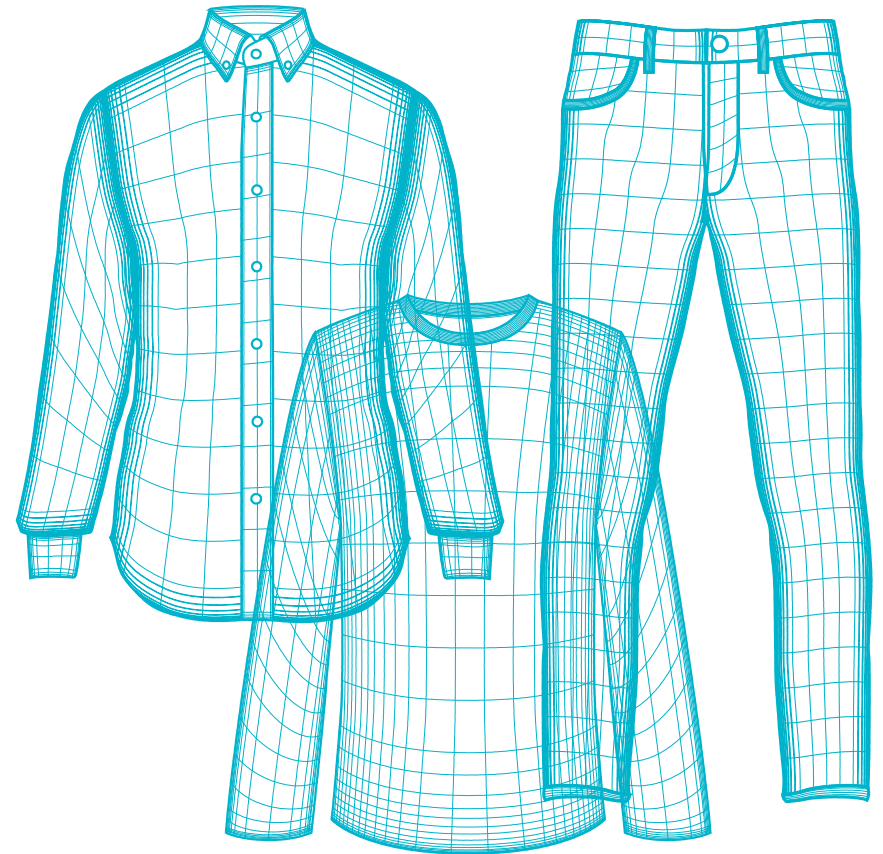
Casual Shirt, Straight Denim,
Skinny Denim



By the end of this fiscal year

10 to 20 Categories

???



Item Strategy 1 (Design and Merchandising)

**Machine learning of the relationship
between users' body
measurements and items satisfaction**



Reflect to design and pattern



**Keep improving the accuracy
of item development**

Item Strategy 2 (Production and Pricing)

**Personal production line with fast
yet low cost and try not to have inventory**



**Production lines with the combination of
pattern-creating algorithms
and state-of-the-art machines and equipment,
which could be established only by us**

We Will Make it Happen in the Future

Full-order with demands from customers

- **Business suits**
- **Dress shirts**
- **One-piece**

Overseas Expansion

**Sales will start at 72 Countries
in the world at once
from the beginning of July**

**Already received orders of ZOZOSUIT
from 103 countries in the world**

Medium-term Objectives of PB

“Most of the basic items are available at ZOZO”

**“Because it’s low price,
fit right and instantly delivered”**

**“No need for try-on and no worry
for thinking about choosing the right size”**

“Can’t buy at anywhere else anymore”

Medium-term Numerical Targets (Net Sales)

1st Year : 20 billion yen
(2 billion yen from overseas / 10%)

2nd Year : 80 billion yen
(20 billion yen from overseas / 25%)

3rd Year : 200 billion yen
(80 billion yen from overseas / 40%)