

Dear All media
related readers

June 24th, 2019

ZOZO, Inc.



ZOZO announces the ZOZOMAT, a free printed mat and smartphone app that scans feet in 3D. ZOZOMAT pre-order starts today with delivery planned within the year.

~ Online footwear shopping made easier with 3D foot measurements. ~



The largest Japanese online fashion website “ZOZOTOWN” (<https://zozo.jp/>) operated by ZOZO, Inc. (CEO Yusaku Maezawa, Headquarters in Chiba city) announced the launch of the “ZOZOMAT”, a printed mat that allows users to easily scan their feet in 3D using a smartphone app (*1). ZOZOMAT pre-order will start today, Monday June 24th via the launch page (<https://zozo.jp/zozomat/en.html>) and will be available for free (shipping included) to customers within Japan. Delivery is planned for Q3/Q4 2019.

Customers place their foot on the ZOZOMAT and use their smartphone camera to scan their feet in 3D using the app (*1). The scan has an audio user interface that gently guides the user through the scanning process. The ZOZOMAT generates a 3D model of the user’s foot with millimeter accuracy using numerous printed fiducial markers. Once the scan is complete, an interactive 3D model of the foot is produced along with many detailed measurements including foot length, width, and girth. This technology has been developed completely in-house (the ZOZO group) and rivals the performance and accuracy of dedicated 3D laser scanners.

Also, the ZOZOMAT is printable and can be mass produced at extremely low cost. In the future, the ZOZOMAT could be distributed as a PDF, and can be either printed at home or integrated into public spaces and newspaper advertisements, which will allow ZOZO to quickly reach as many customers as possible.

Buying shoes online has always been challenging as customers want to try on shoes before they buy for a fear of choosing the wrong size. Sizing is different for each person, and having a shoe that is too large, small, wide, tall, or narrow, can be frustrating and uncomfortable. ZOZO aims to use ZOZOMAT scans to assist customers in choosing their best fit without trying anything on and to make buying shoes online easier and more enjoyable. ZOZO is extending its collaboration with brands on ZOZOTOWN to expand the company's "MSP" (Multi Size Platform business (*2)) to footwear. To this effect, ZOZO aims to further grow the sales of its current footwear business of 36.1 billion JPY (*3) by providing customers an amazing online shoe-shopping experience.

ZOZO is also reaching out to companies who are interested in joining its journey and is calling on partners "that can help build an enjoyable shoe-shopping experience of the future together".

(*1) Currently under development. Foot scanning requires both the ZOZOMAT and a dedicated app.

(*2) MSP business refers to ZOZO's business where brands on ZOZOTOWN offer exclusive multi-sized products using scan data from the ZOZOSUIT.

(*3) ZOZOTOWN GMV (Gross Merchandise Value) for footwear FY2018.

A demo of the ZOZOMAT in action, as well as more information on the ZOZOMAT is available on the launch page.

■ <https://zozo.jp/zozomat/en.html>

About the ZOZOMAT

The ZOZOMAT is a printed mat that makes easy at-home foot measuring possible by using printed fiducial markers that are scanned in 360 degrees. Once scanning their feet with the smartphone camera, customers will see an interactive 3D model of their feet accompanied by many detailed foot measurements including foot length, width and girth.

■ Name : ZOZOMAT
■ Price : Free (shipping included)
■ Pre-order start date : June 24th Monday 2019, 11:30AM JST
■ Delivery (planned) : Q3/Q4 2019
■ ZOZOMAT launch page : <https://zozo.jp/zozomat/en.html>

【Media representatives that are interested in the ZOZOMAT demo】

We have prepared a ZOZOMAT demo for media related purposes. If you are interested in covering the ZOZOMAT, please contact us at pr@zozo.com.

【Inquiries regarding this press release】 ZOZO, Inc. PR E-mail: pr@zozo.com



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