

**ZOZO**

2020, the year  
of imagination and  
creation.

**Things we will refine  
further in the future**





# MORE FASHION

More like a fashion company.

Since we are the company where fashion-lovers are coming together,  
we do what we can do more and more.





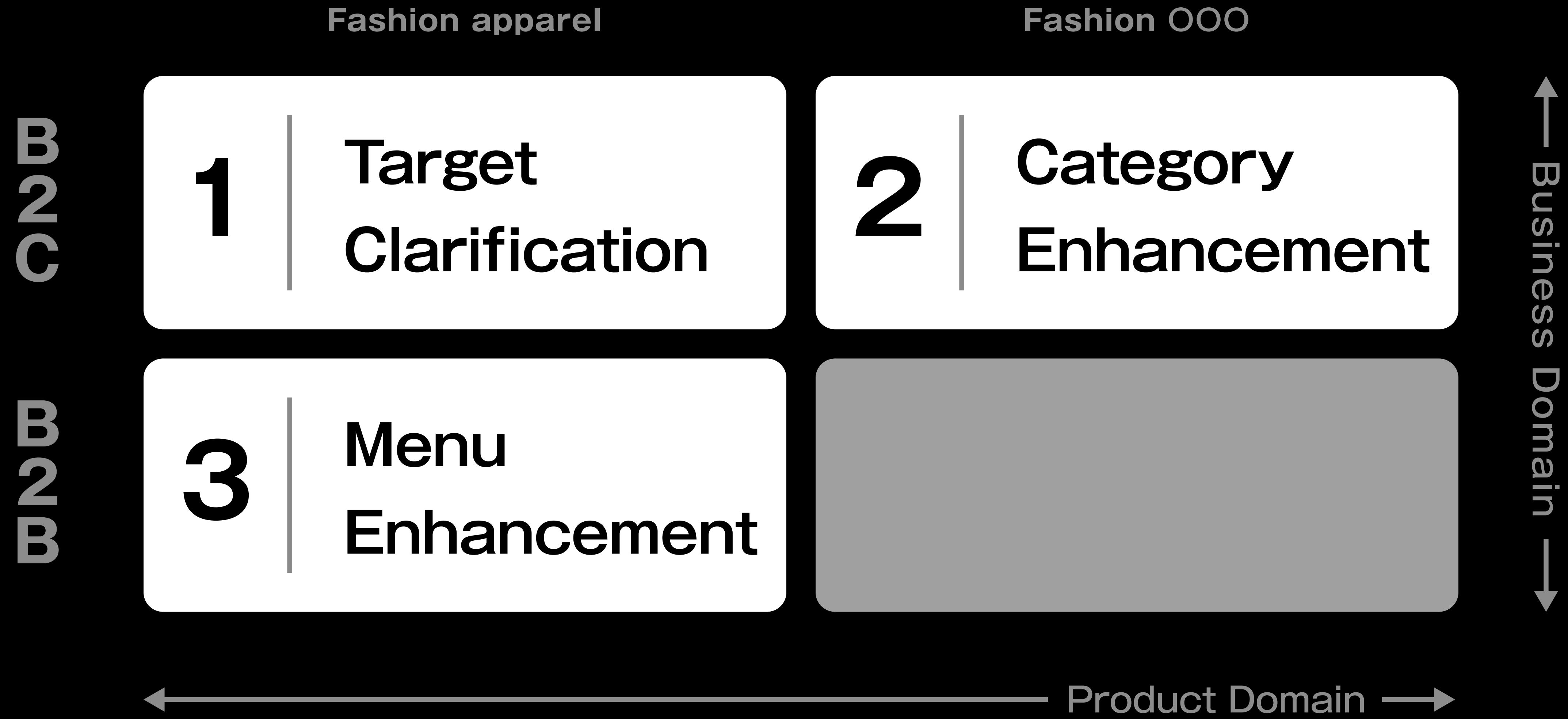
# FASHION TECH

Fully utilize overwhelming amount of fashion related data.  
Make revolution with creativity and technological capability.

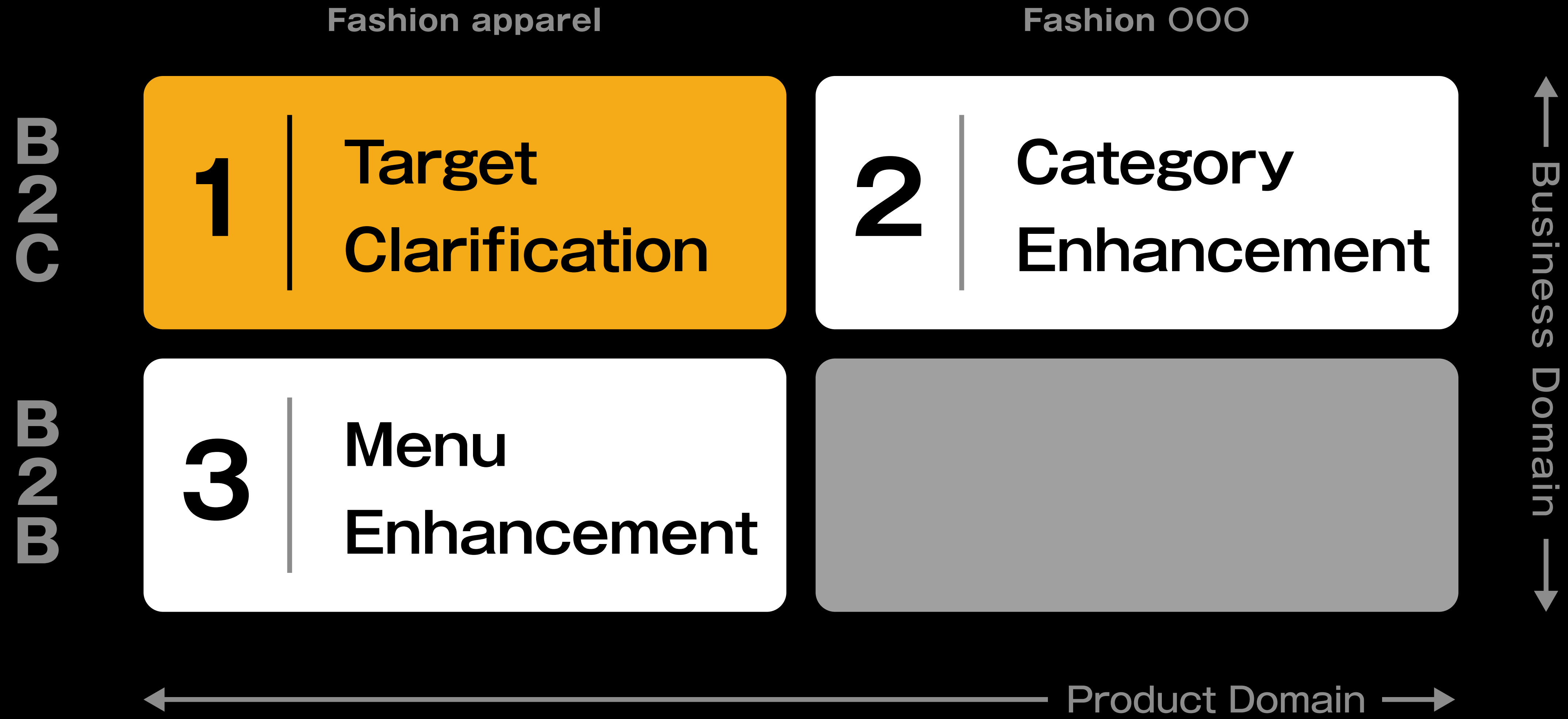


**3 things we work on.**

# 3 things we work on.



# 3 things we work on.

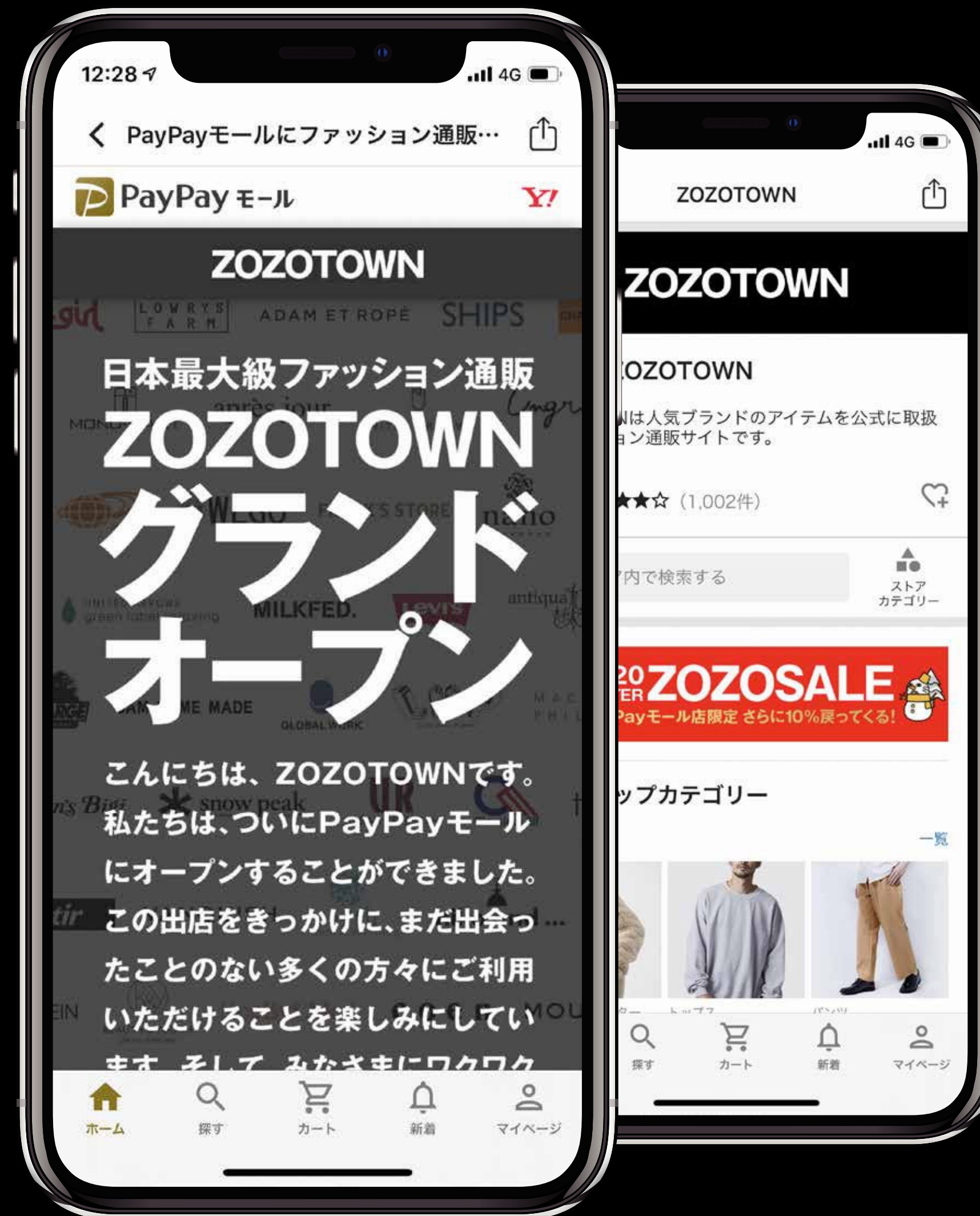




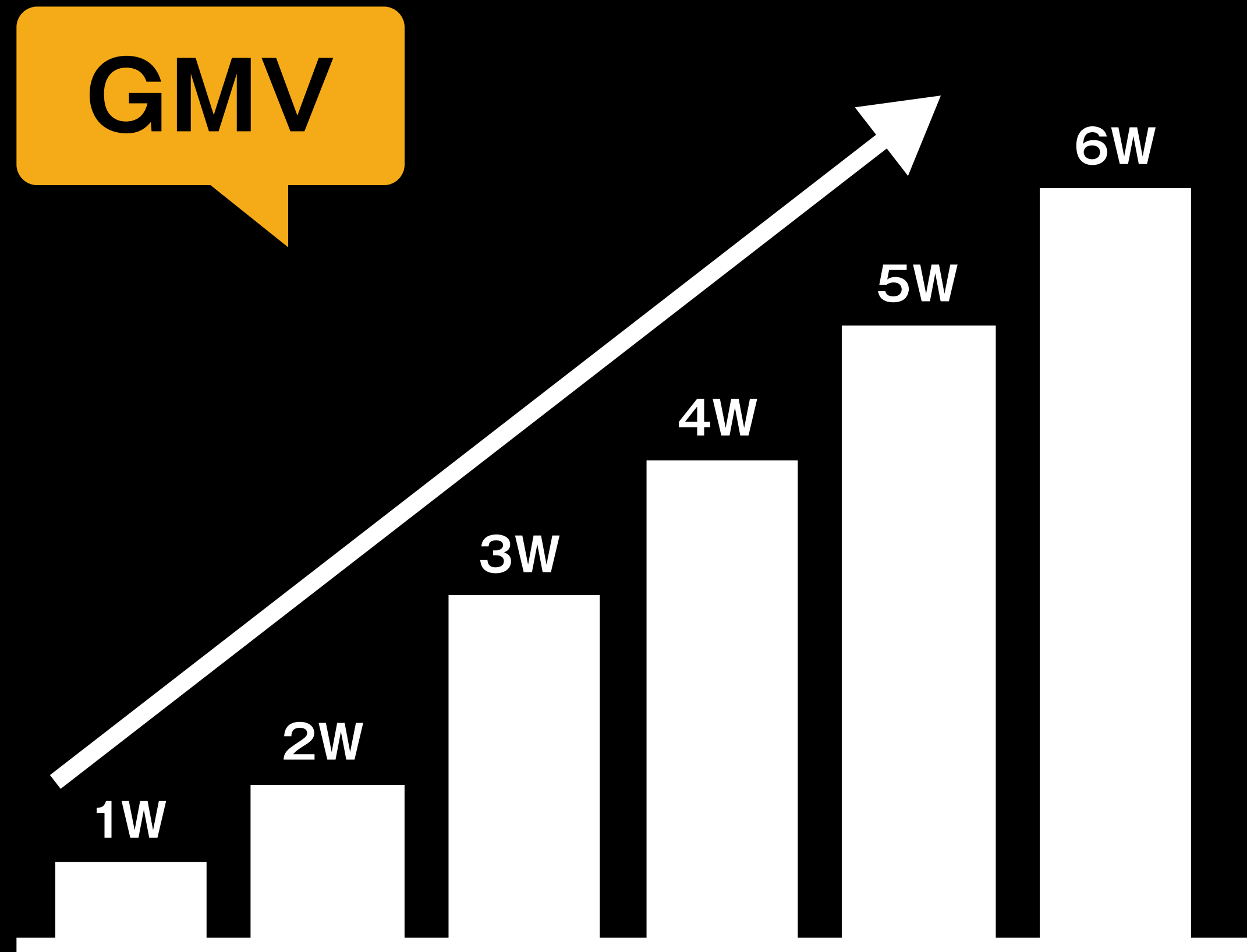
# ZOZO TOWN

PayPay Mall Shop

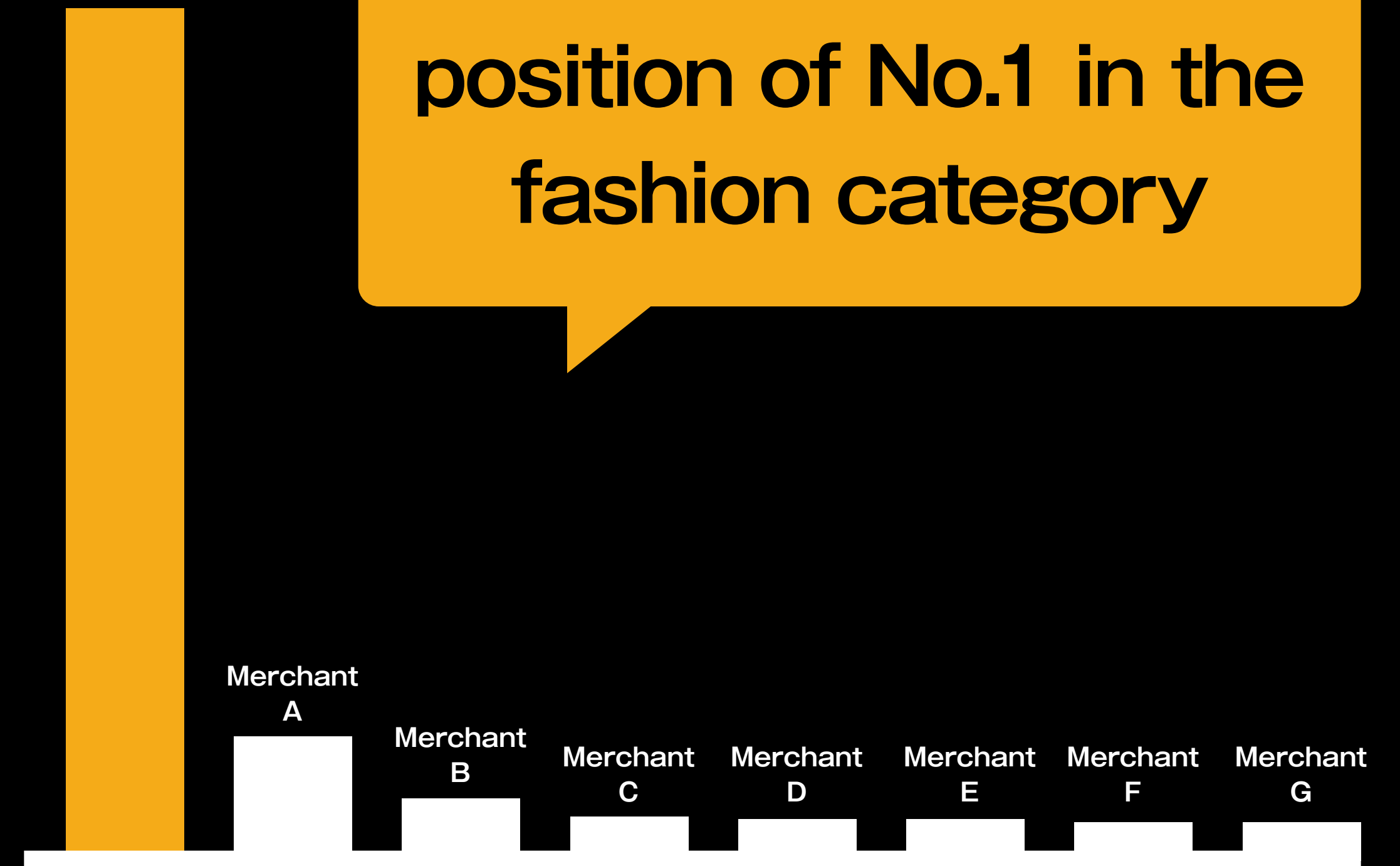
2019.12.17 Grand Open



Since the opening, GMV has been growing steadily



ZOZO



※ PayPay Mall + YSHP Results ※ 2019/12/17 ~ 2020/1/26 Results

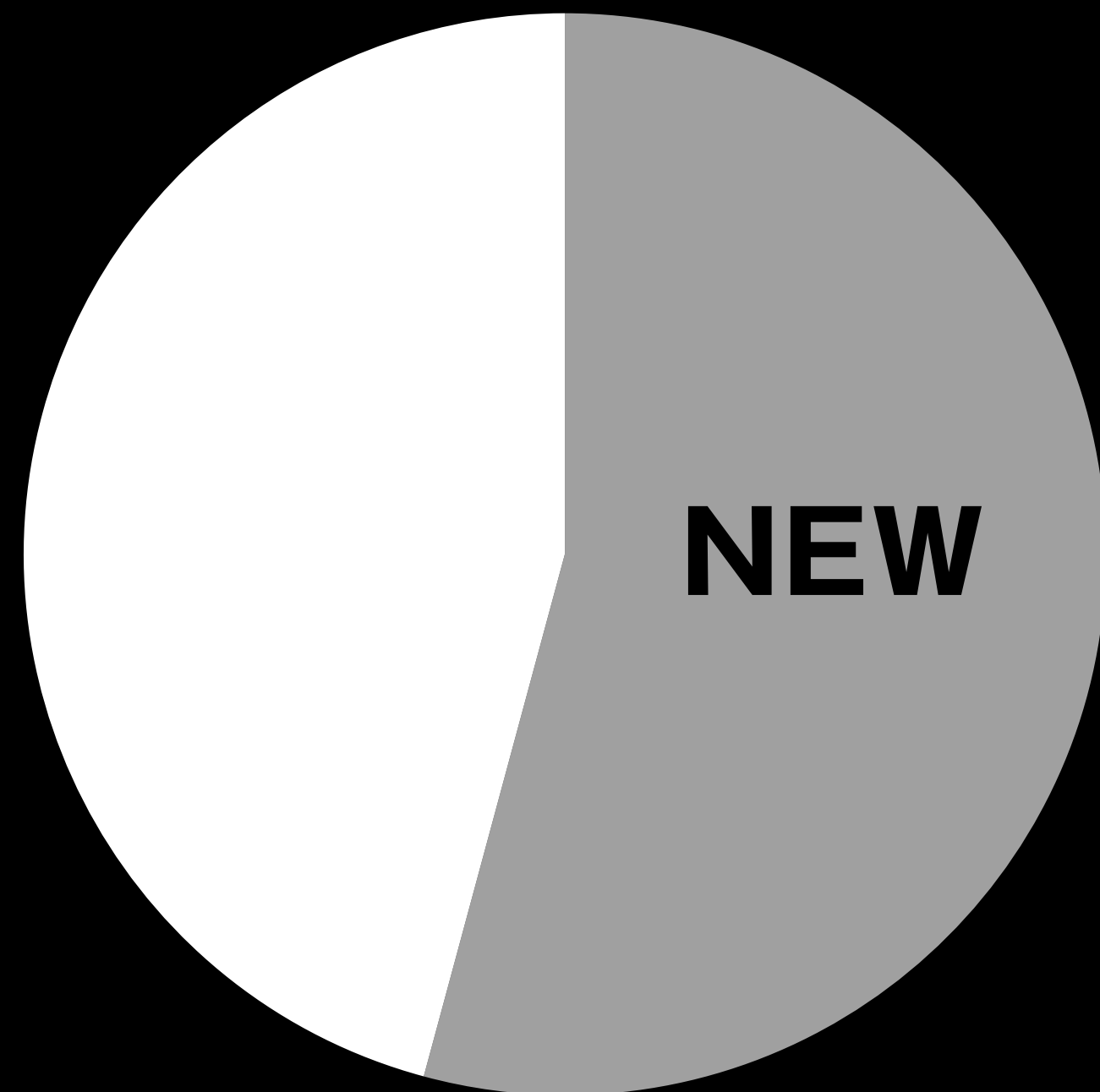
January 1, the first day of  
new years sale

Among all of the PayPay Mall stores  
ZOZOTOWN recorded

**No.1 sales**



# Stable business base, with clear vision



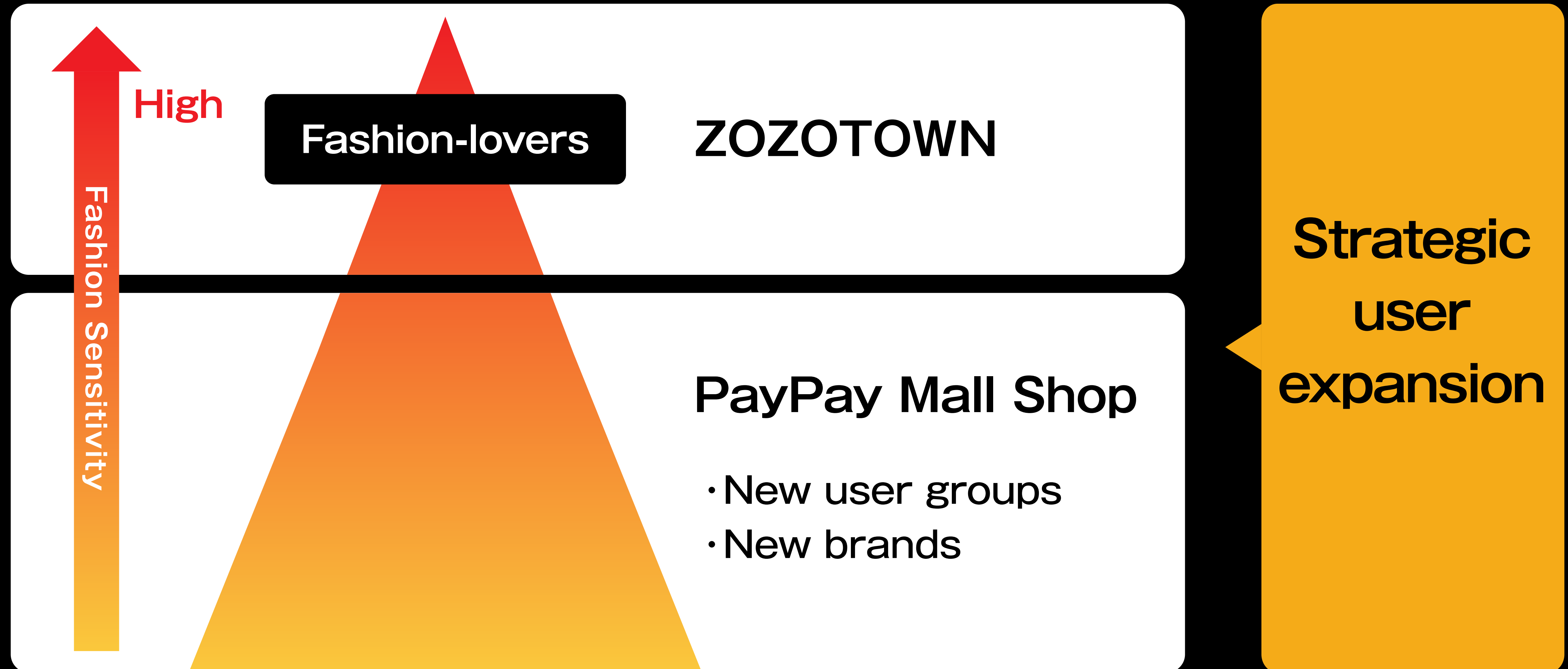
Of all the ordered customers,  
**about 60%**  
**are new customers**



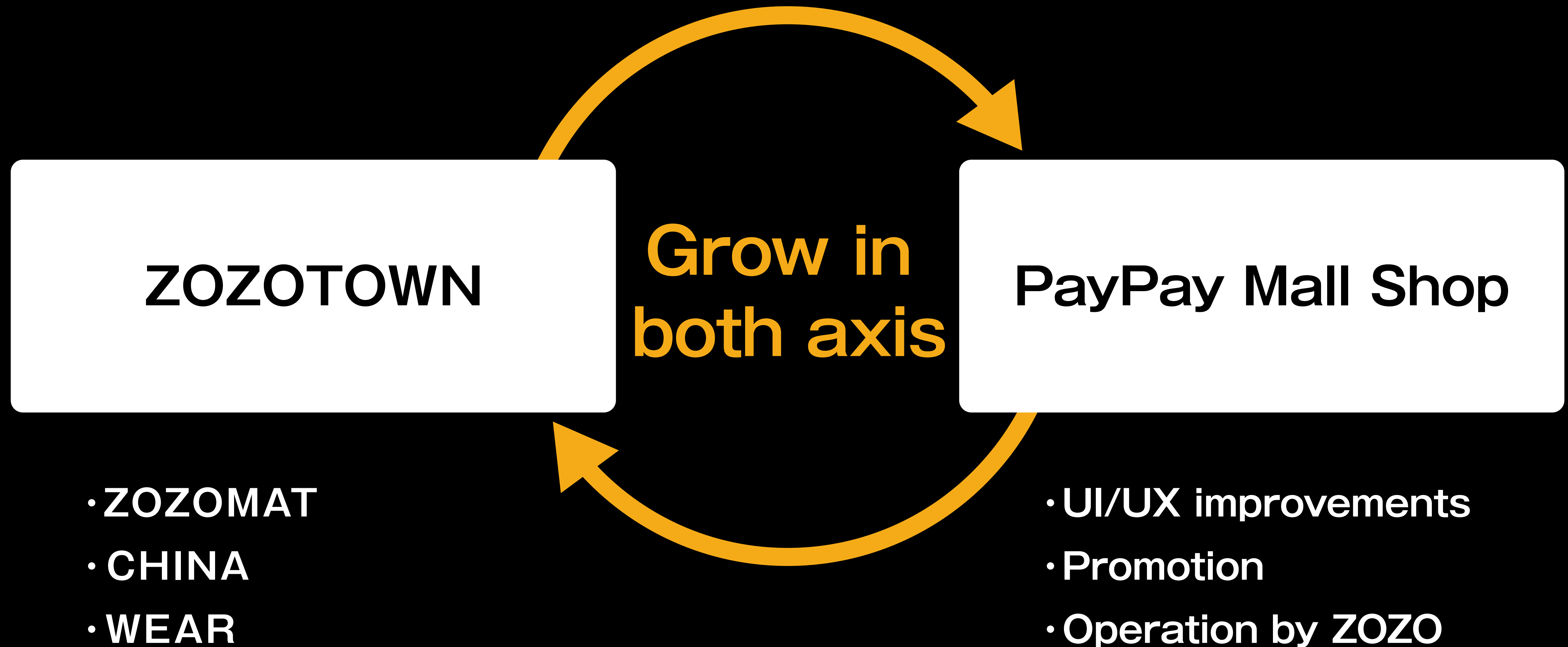
Of all the shops on ZOZOTOWN,  
**about 90% of shops**  
**are participating**

※ As of January 8, 2020

# Differentiation of ZOZOTOWN and PayPay Mall Shop



# Strategies of ZOZOTOWN and PayPay Mall Shop





ZOZO and ZHD will work on this and that together in the future



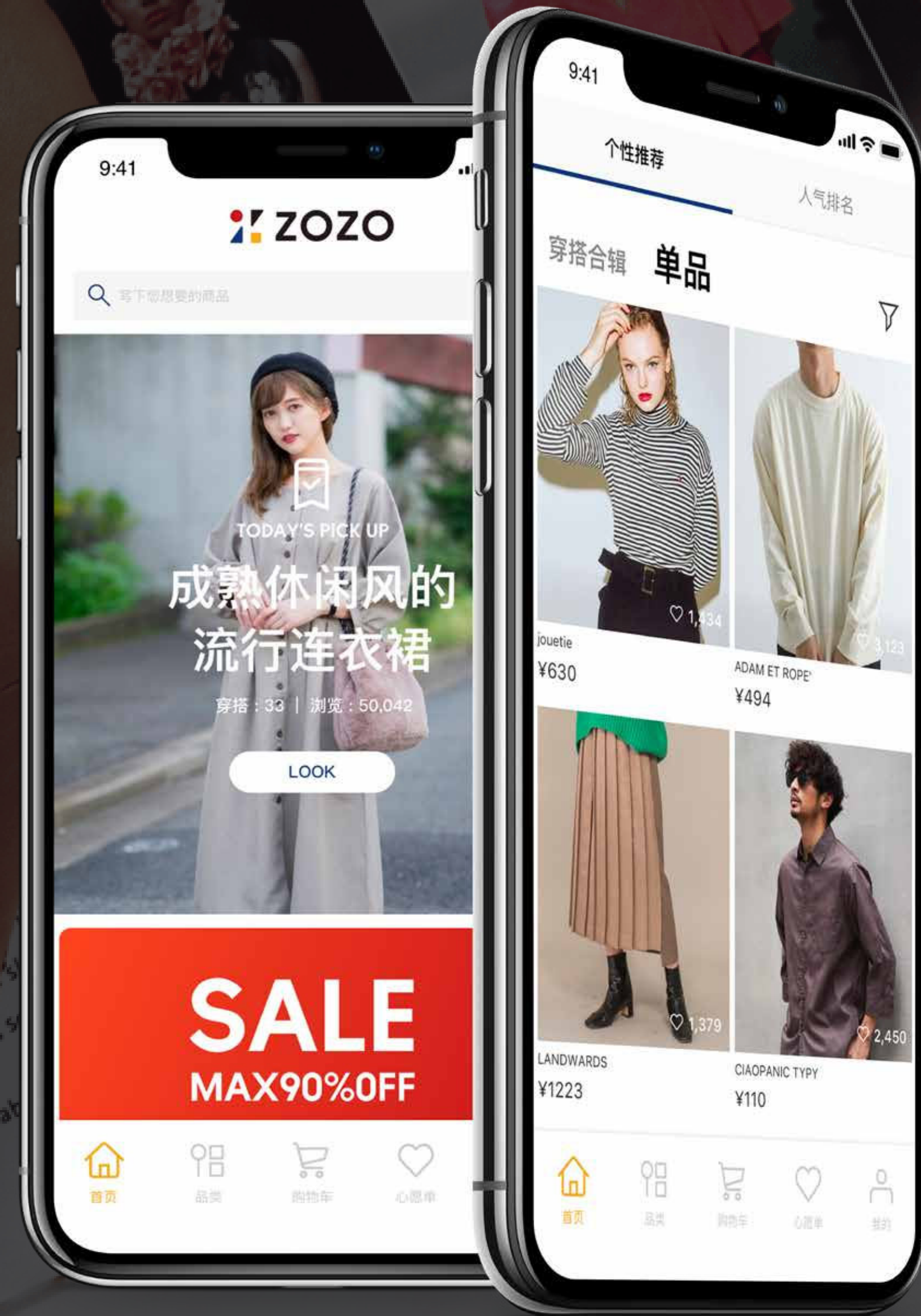
Payment  
USED  
Logistics  
Media  
PayPay Mall  
Engineering Support

Z HOLDINGS



# Chinese version ZOZOTOWN 2019.12.10 OPEN

<https://zozo.cn/>

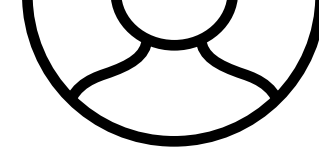




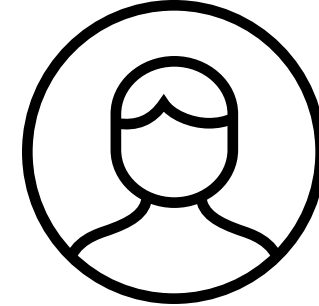




# User Review

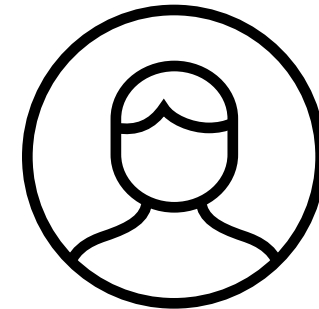


Logistics is fast because products are directly coming from Japan.



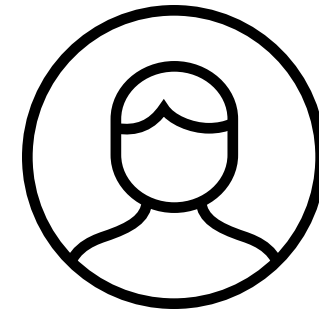
质量好, 折扣大, 价值高.

Good quality with a highly discounted price, making me feel it's a good deal.



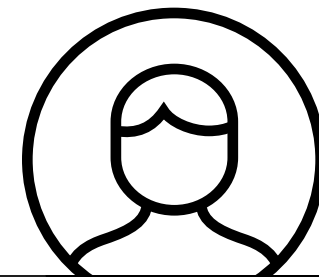
支持ZOZO. 我想要更多日本品牌.

I support ZOZO.  
Please add Japanese brands more and more.



物流很早, 包装考究, 性价比高.

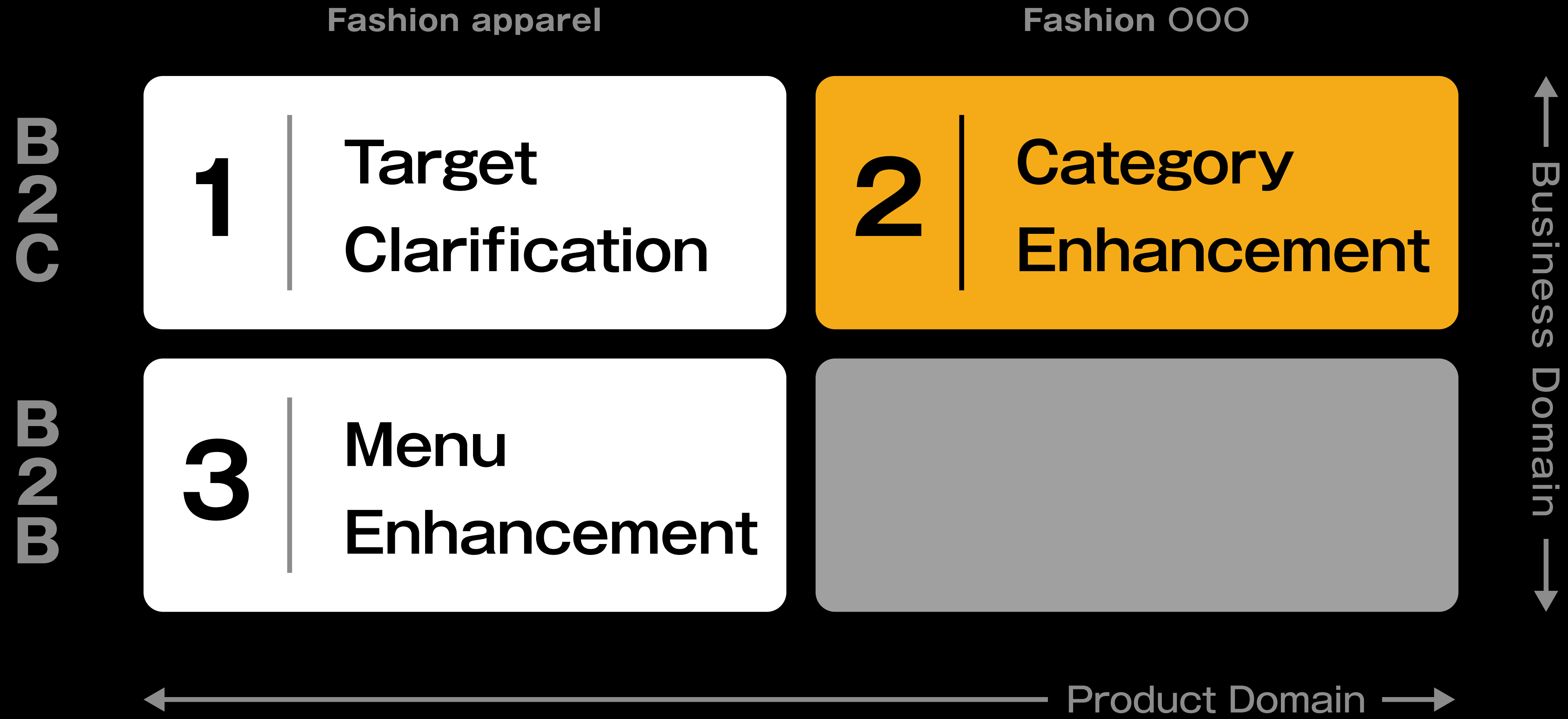
Fast logistics, packaging is neat, cost performance is high.



盒子很牢固, 商家很用心.

solid box, I feel their politeness.

# 3 things we work on.

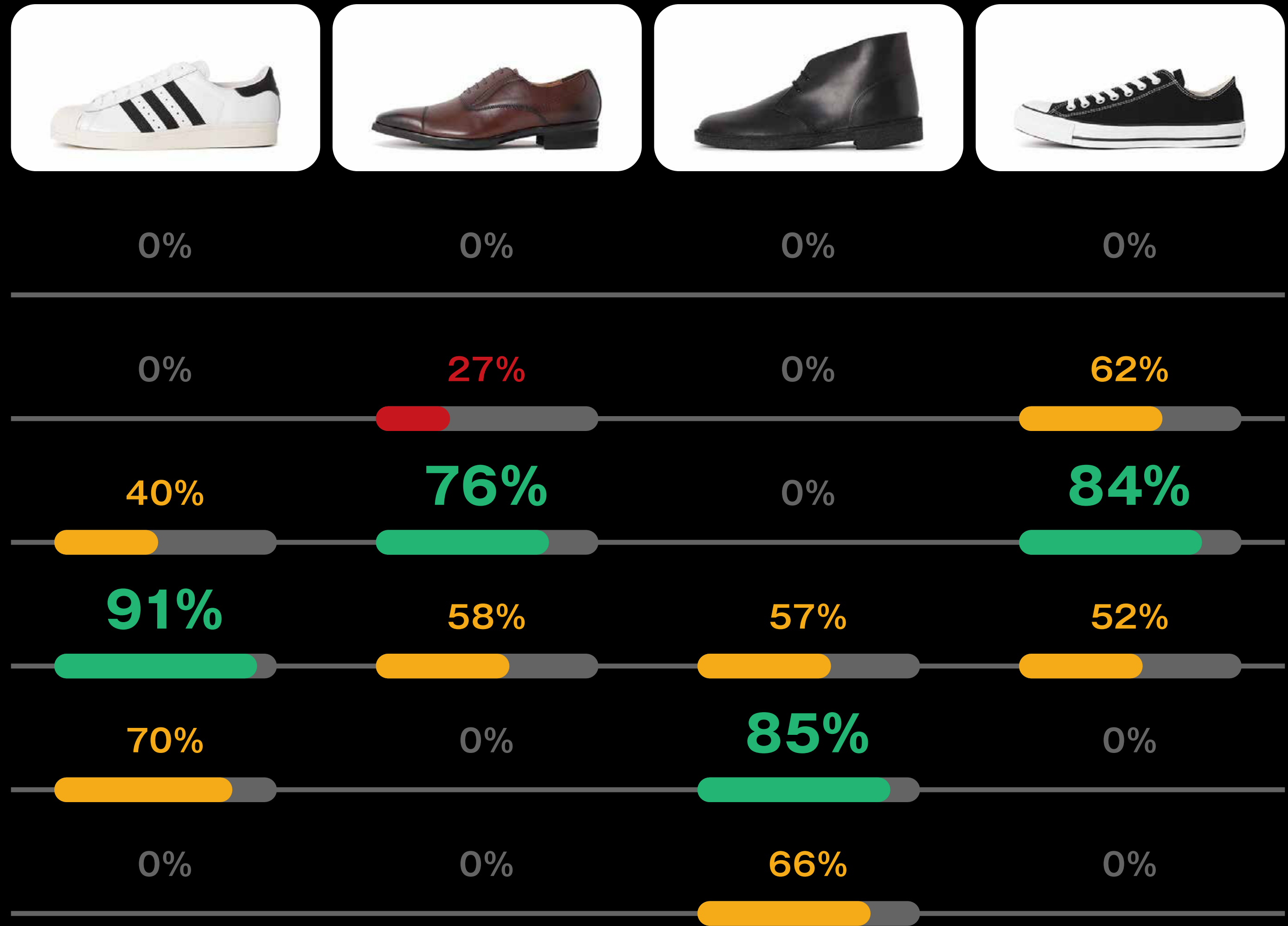








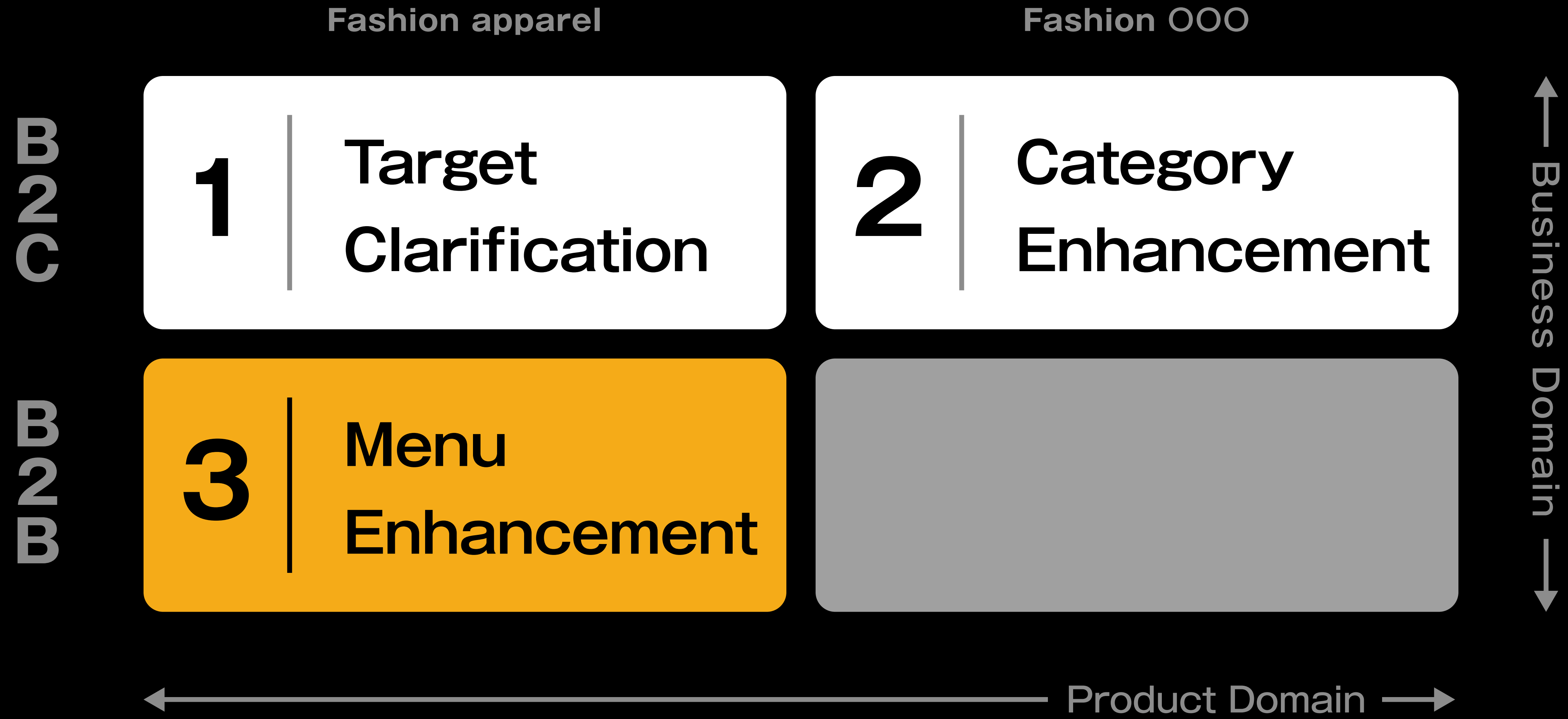
# Size Matching (compatibility)

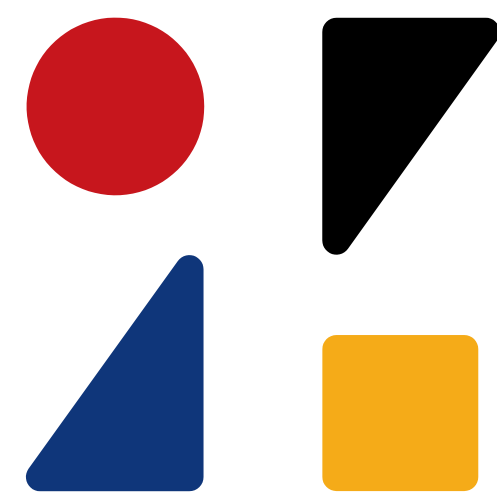


Late February

Service Launch

# 3 things we work on.





**ZOZO**