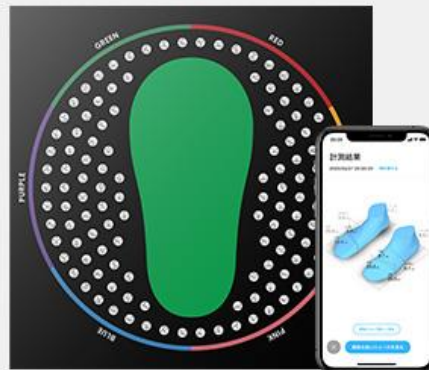




The “ZOZOMAT” which allows users to easily measure the 3D size of a foot with a smartphone developed by ZOZO, Inc. exceeded 1 million orders!

～ In two weeks from the delivery started, more than 300,000 people measured using the ZOZOMAT ～

ZOZOMAT  Mattもビックリ!  
**1,000,000** マット  
**お申し込み突破!**



ZOZO, Inc. (Headquarters: Chiba City, Chiba Prefecture/Representative Director, President & CEO: Kotaro Sawada), which operates the online fashion retail website “ZOZOTOWN” (<https://zozo.jp/>), announced that the number of orders of the ZOZOMAT developed by ZOZO, Inc. which allows users to easily measure foot 3D sizes using smartphones, has exceeded 1 million.

※ Period: Calculated from June 24, 2019 (starting date of preorder) to March 12, 2020

The ZOZOMAT has been shipped sequentially since February 27, but the number of people actually measured by the ZOZOMAT has exceeded 300,000 in two weeks since delivery began. About 40% of people who ordered the ZOZOMAT have never purchased shoes in ZOZOTOWN in the past, and for users who never had opportunities to purchase shoes in ZOZOTOWN in the past or who have felt a hurdle in purchasing shoes online, we are expecting this becomes a trigger for a new purchasing experience of shoes.

Going forward, we will continue to work to improve the services of ZOZOSHUES, a specialty shoe mall aiming to realize "eCommerce where shoes are easiest to purchase", for customers by expanding the number of items covered by the ZOZOMAT and expanding search functions and product pages specialized in shoes.

#### About ZOZOSHUES

ZOZOSHUES is a new platform dedicated to footwear that offers an unprecedented online shoe shopping experience. With the ZOZOMAT, an at-home measurement device that can scan feet in 3D (announced June 2019), original footwear editorials and seamless UI designed for online shoe shopping, ZOZOSHUES aims to provide its customers with an elevated online shoe shopping experience that simulates the support and ease of an in-store shopping experience and delivers it online

■Name : ZOZOSHUES  
■Service launch date : March 4<sup>th</sup>, 2020  
■ZOZOSHUES launch page : <https://zozo.jp/zozoshoes/>

#### About the ZOZOMAT

"ZOZOMAT" is a printed mat covered with numerous fiducial markers that allow customers to easily scan their feet at home using their smartphone camera. Once the scan is complete, 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)  
■Delivery : Starting from Feb. 27<sup>th</sup>, 2020  
■ZOZOMAT launch page : <https://zozo.jp/zozomat/>

#### 【Press Inquiry】

ZOZO, Inc. Public Relations: E-mail: [pr@zozo.com](mailto:pr@zozo.com)



ZOZO, Inc. <https://corp.zozo.com/en>

Location WBG Maribu West 16F, Nakase 2-6-1, Mihamaku, Chiba City, Chiba, 261-7116.  
Representative Director, President & CEO Kotaro Sawada  
Established May 21<sup>st</sup>, 1998 Capital stock 1,359,903,000 yen