

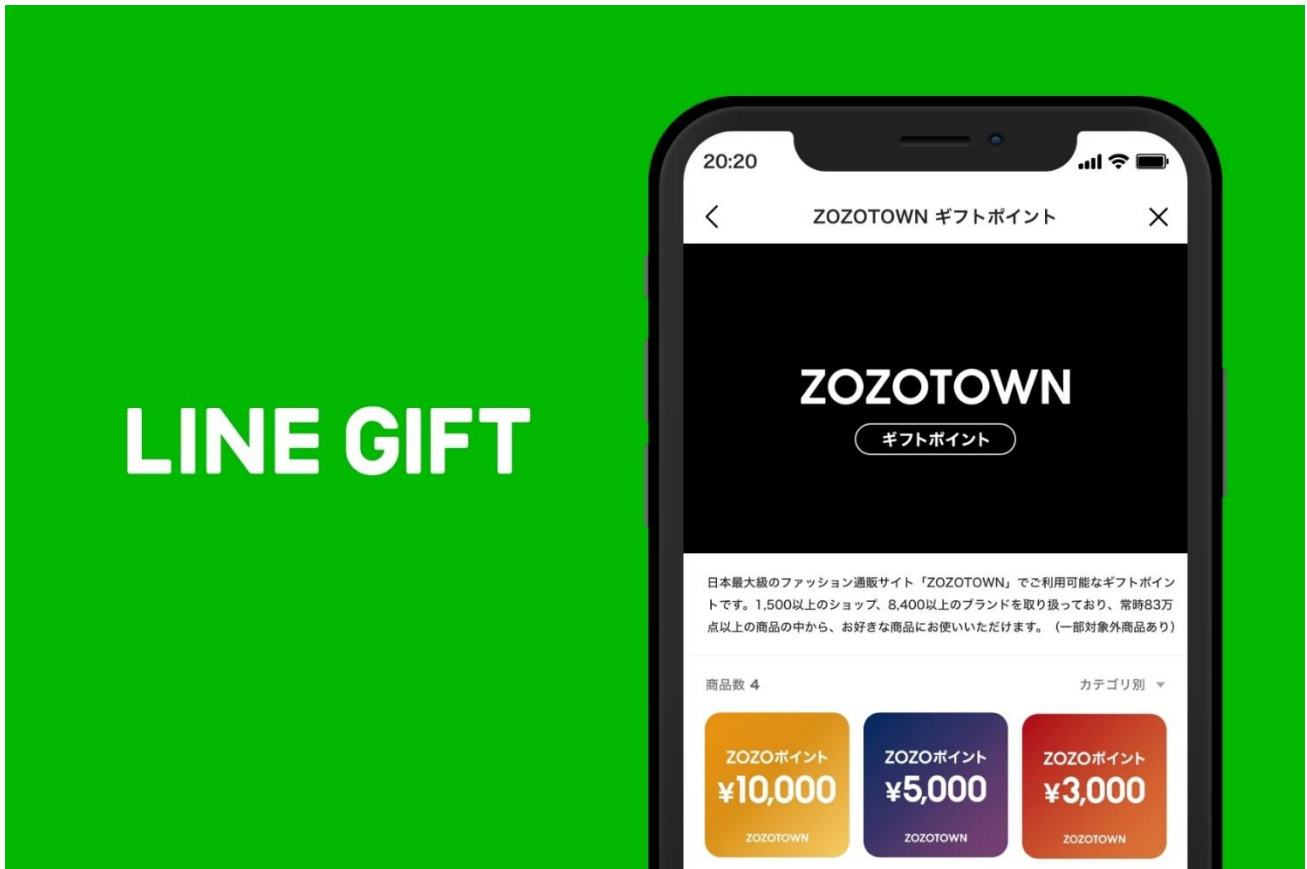
2021/11/24

 ZOZO Inc.
 LINE Corporation

ZOZOTOWN Now Available on LINE GIFT

Enabling ZOZO Points to Be Sent as E-Gift from November 24

～ From saying thank you to marking an important event, ZOZO points, which can be used to shop on ZOZOTOWN, are now available to be sent as gifts to loved ones. ～



ZOZO, Inc. (Headquarters: Chiba City, Chiba; Representative Director, President & CEO: Kotaro Sawada; hereinafter “ZOZO”), an operator of the fashion online shopping website ZOZOTOWN (<https://zozo.jp/>) (Japanese only), and LINE Corporation (Headquarters: Shinjuku-ku, Tokyo; President and Representative Director: Takeshi Idezawa; hereinafter “LINE”), today announce the new opening of ZOZOTOWN on LINE GIFT (<https://gift.line.me/about>) (Japanese only), a service operated by LINE, in which users can send various gifts to their friends through the LINE app. The store opening on November 24 (Wed.) is accompanied by the launch of ZOZOTOWN Gift Points, which enables users to use ZOZO points as gifts via LINE GIFT, as well as for shopping at ZOZOTOWN.

LINE GIFT is a communication service provided by LINE, that lets users send gifts to their friends through LINE chat. With LINE GIFT, users can easily send gifts without having to input a postal address or meet in person for all kinds of occasions, whether it be to send a small thank you gift, or to mark a seasonal event or a major life event. LINE has seen a surge of popularity in LINE GIFT during the COVID-19

pandemic, as users send gifts to loved ones who they cannot meet with in person. As a result, LINE GIFT has recorded over 15 million users*1 as of May 2021.

ZOZOTOWN will now be available on LINE GIFT, accompanied by the launch of ZOZOTOWN Gift Points. This will enable LINE users to send ZOZO points, which can be used to shop on ZOZOTOWN, to their friends through LINE chat. Recipients of the ZOZO points can purchase items from over 830,000 products, in over 1,500 stores offering more than 8,400 brands*2.

As companies of the Z Holdings Group, ZOZO and LINE will continue to make full use of the synergy of the group to enhance the experience of users and strengthen collaborations.

*1 Cumulative number of unique users who have sent or received a gift via LINE GIFT

*2 Some products may not be eligible

About LINE GIFT

LINE GIFT is a communication service that lets users send gifts to their friends through LINE chat. LINE users can easily send gifts to friends and loved ones without having to input a postal address or meet in person for all kinds of occasions, whether it be to send a small thank you gift, or to mark a seasonal event or a major life event. LINE GIFT offers gifts for every occasion, from a simple convenience store coffee to more substantial gifts.

With COVID-19 preventing many people from catching up with their friends and loved ones in person, LINE GIFT has garnered attention as a new communication service that has allowed users to relay their feelings even in such circumstances. The service is experiencing rapid growth, recently exceeding 15 million users*, and recorded a 250% year-on-year increase in annual gross merchandise volume from 2020.

URL: <https://gift.line.me/about> (Japanese only)

*Cumulative number of unique users who have sent or received a gift via LINE GIFT as of May 2021

About ZOZO, Inc.

ZOZO Inc. owns and operates ZOZOTOWN, Japan's largest online fashion shopping website. Housed within ZOZOTOWN are category specialized malls such as ZOZOCOSME and ZOZOSHOES; ZOZOUSED, a second-hand clothing fashion mall; ZOZOVILLA, a section dedicated to luxury and designer brands; YOUR BRAND PROJECT, a D2C business that provides consumers an opportunity to share their sense of style and fashion by creating their own personal fashion brand; WEAR, a SNS for sharing stylings and outfits, and more - various services for fashion lovers. ZOZO has also developed technology devices for body measurement, such as the ZOSUIT 2, ZOMAT, and ZOZGLASS.

Unless otherwise specified, English-language documents are prepared solely for the convenience of non-Japanese speakers. If there is any inconsistency between the English-language documents and the Japanese-language documents, the Japanese-language documents will prevail.

[Press Inquiry]

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