



Dear All,

Notice Concerning the Change in Consolidated Subsidiary's Trade Name

Crown Jewel, Inc. (hereinafter, the "Subsidiary"), one of the subsidiaries of START TODAY CO., LTD. (hereinafter, the "Company") made a resolution pursuant to the provisions of Article 391, Paragraph 1 of the Companies Act (a written resolution in lieu of a resolution passed at the General Meeting of Shareholders), to change its trade name.

1. Change of the Subsidiary's Trade Name

(1) New Trade Name

Kabushiki Kaisha ZOZOUSED (English Trade Name: ZOZOUSED, Inc.)

(2) Reason for the Change

In accordance with the change of trade name of the Company which will be effective from October 1, 2018, the change will clarify the Subsidiary's position within the group and will drive collaboration between the Company and the Subsidiary further.

(3) Change Date

October 1, 2018

2. Overview of the Subsidiary

(1) Trade Name	Kabushiki Kaisha Crown Jewel (English Trade Name: Crown Jewel, Inc.)
(2) Location	Jingumae 5-52-2, Shibuya-ku, Tokyo, 150-0001, Japan
(3) Representative	CEO Takahiro Miyazawa
(4) Business	Operation and management of second-hand apparel online fashion mall, "ZOZOUSED" and "ZOZOTOWN Trade-in Service"
(5) Capital Stock	123,456,789 yen

DISCLAIMER:

This document is summary translation of Japanese version. All readers are recommended to refer the original Japanese version for complete information. In the event of any discrepancy, errors and/or omissions, the Japanese version shall prevail.