

# SOU Group to Form Local Entities in France, Singapore, and China to Advance and Strengthen Overseas Business

## Preparations for Spring Business Launches



Pursuing a mission to provide global access to pricing and value data for smarter lifestyles, SOU Inc. (Tokyo; Shinsuke Sakimoto, CEO) aims for the further growth of the reuse market. As part of an effort to expand and strengthen business activities overseas, SOU Group company STAR BUYERS LIMITED (Hong Kong Special Administrative Region of the People's Republic of China; Susumu Muguruma, representative director and president) has announced the decision to establish local entities in France, Singapore, and China. The company is making preparations for this expansion to begin in spring 2020.

SOU expects further growth in reuse in the global luxury goods market as sales of both new and used products continue to rise, while consumer attitudes toward environmental protection and consumption styles are undergoing a significant change.

At present, the SOU Group conducts SOU conducts pre-owned luxury goods buying operation overseas and is expanding sales to reuse dealers overseas through online BtoB auctions, the group's main sales channel. In September 2015, SOU converted its Hong Kong entity, STAR BUYERS LIMITED, to a subsidiary, launching diamond auctions in Hong Kong in March 2017 and opened a luxury goods buying office in Hong Kong in July 2019. In October 2019, the SOU Group established a local entity in New York State to develop a base of overseas reuse dealers to participate in auctions.

To continue advancing and strengthening its overseas business, the SOU Group has now decided to form local entities in France (Paris), Singapore, and China (Shanghai, tentatively).

## Establishing Hubs for Europe and Southeast Asia in France and Singapore, Respectively

The SOU Group will position the French entity as a center for extending its presence among reuse dealers in the United Kingdom, Germany, Italy, and other European countries. The group will leverage its new entity in Singapore to grow its dealer base in Thailand, Malaysia, Indonesia, and other neighboring countries. Entities in France and Singapore will become hubs in Europe and Southeast Asia, allowing the group to approach local dealers more effectively than from Japan directly. These hubs will encourage participation in SOU Group auctions, as well as conduct due diligence into cooperative arrangements in each location as the group strives for further growth.

## Supporting E-Commerce and Other Merchandise Sales in China

The SOU Group has observed a growing base of online luxury reuse goods sales in China. Chinese operations will focus on marketing support for retail sales, mainly through e-commerce. In parallel, the group will continue to conduct market research in France and Singapore as it develops a base of local dealers. At the same time, the group will prepare to conduct luxury reuse goods transactions in mainland China.

As the competitive environment of the luxury reuse goods market intensifies in Japan, the SOU Group recognizes the need to grow its related businesses overseas. Through new local entities, the group will continue market trend research in overseas luxury reuse goods markets, while accelerating business on a global scale in a drive toward further growth. As the SOU Group encourages the greater use of luxury reuse goods, it also strives to contribute to a circular economy, reduce society's impact on the environment, and improve corporate value on a sustainable basis.

### ■ STAR BUYERS LIMITED Overview

<http://starbuyers-auction.hk/ja/company/>

- Head Office: Nathan Hill 7F and 8F, 38 Hillwood Road, Tsim Sha Tsui, Kowloon, Hong Kong
- Established: October 1, 2015
- Representative Director and President: Susumu Muguruma
- Business Lines: Purchase and sales of luxury brand goods, precious metals, etc.

### ■ SOU Inc. (<272><https://www.ai-sou.co.jp/en/></272>) Company Overview

- Securities Code: 9270
- Head office: Shinagawa Season Terrace 28F, 1-2-70 Konan, Minato-ku, Tokyo
- Established: December 28, 2011
- Representative Director: Shinsuke Sakimoto
- Business Lines: Sale and purchase of branded goods, precious metals, antique items, etc.

### ■ SOU Group Businesses and Brands

Buying

Auctions (toB)

Retail (toC)

Apps



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