



JASDAQ

Oct. 26, 2016

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Ticker: JASDAQ 2138 (TSE standard)
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**FAST FASHION MAIL-ORDER SERVICE SHOPLIST.com by CROOZ:
TV COMMERCIAL TO BEGIN OCTOBER 27 (Thursday)**



CROOZ, Inc. (headquarters: Minato-ku, Tokyo; CEO: Koji Obuchi) hereby announces that it will launch a nationwide (excluding some areas) television commercial for “SHOPLIST.com by CROOZ” (hereinafter SHOPLIST) starting on October 27 (Thursday).

The commercial features an unconventional duo—Jessica Michibata, a fashion model known for her frequent appearances in magazines, fashion events, and television shows, and Ikuzo Yoshi, a male musician and television personality. The hiring of a male model is part of the Company’s strategy to promote SHOPLIST among men, as well as women. The Company wants to communicate attractive features of SHOPLIST to men and show the fun in browsing for trendy fashion items that are available at reasonable prices on the website. CROOZ is seeking to increase the number of customers and expand earnings through this campaign.

■ About SHOPLIST

SHOPLIST is a mail-order website that provides one-stop access to a wide variety of fast fashion brand items for women, men, and kids. The website hosts a large number of reasonably priced brand items, from those popular in Japan, to foreign brands, including



those based in LA. The service began in July 2012, and has been enjoying strong customer support ever since. Sales reached some 15 billion yen in FY03/16, the fourth year of business.

■Future plans

**Revising the business portfolio to persist as a long-lasting company:
Making SHOPLIST the brand that represents fast fashion e-commerce**

Revising the business portfolio is necessary to continue as a long-lasting company. For this reason, the Company will implement structural changes in November 2016 and make e-commerce—instead of games—its core operations.

The e-commerce market for domestic B2C (business-to-consumer) transactions is expected to reach 25.6 trillion yen in fiscal 2021, a twofold increase from 12.6 trillion yen in fiscal 2014 (*1).

Fast fashion mail-order service SHOPLIST is growing along with this market expansion. Sales rose 50% for two consecutive years during the previous fiscal year and a year before. The business has grown to the point where it can still turn profits even as it continues to make aggressive investments for further expansion.

The Company will concentrate its management resources, such as personnel and funds, into SHOPLIST. The goal is to boost its corporate value by enhancing the customer appeal, sales channels, and branding, of SHOPLIST. CROOZ will continue to aggressively seek M&A opportunities following the recent acquisition of a fashion curation media company.

*1 Nomura Research Institute: Forecast of the ICT and media markets until FY2021
https://www.nri.com/jp/news/2015/151125_1.aspx (Japanese Only)

Service Overview

Service name	SHOPLIST.com by CROOZ
URL	http://shop-list.com/
URL to download application	iOS: https://itunes.apple.com/jp/app/matomete-maierushoppinguapuri/id977078479?l=ja&ls=1&mt=8 Android: https://play.google.com/store/apps/details?id=jp.co.crooz.shoplistapp
Recommended devices	iOS: iOS8 or later, iPhone4S or later (iPhone5 or later recommended) Android: Android 4.0.3 or later
Planning, operation	CROOZ, Inc.



Company name: CROOZ, Inc.
Head office: Roppongi Hills Mori Tower, 6-10-1, Roppongi, Minato-ku, Tokyo, Japan
Established: May 24th, 2001
Capital: 439.48 million yen
Description: CROOZ is an entertainment company that provides online content on a global scale, with a focus on online shopping and social network games.