



To whom it may concern

August 3, 2023

Company: Hamee Corp.

(Code: 3134 Prime Market of the Tokyo Stock Exchange)

President and CEO: Ikuhiro Mizushima

**New custom-made service, "CustoMee" that can be introduced to
EC sites for no charge**

Notice of Start of Prior Application for Beta Version of it

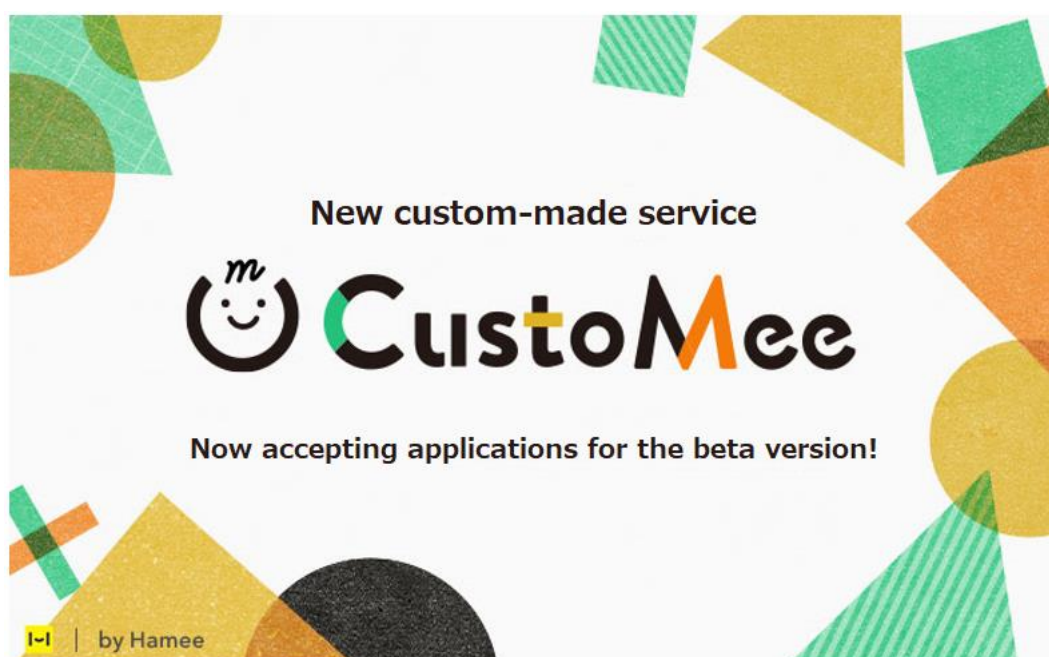
Hamee Corp. (Head Office: Odawara City, Kanagawa Prefecture, President and CEO: Ikuhiro Mizushima, Securities Code 3134: TSE Prime Market) announced that the beta version of CustoMee, a new customized service that solves issues faced by retailers, will be released on Friday, August 4, 2023. So we announce it as shown in the attached appendix.

August 3, 2023
Hamee Corp.

**New custom-made service, "CustoMee" that can be introduced to
EC sites for no charge**

Notice of Start of Prior Application for Beta Version of it

~Digital printing of illustrations and images on in-house products. Customizable
from 1 order~



Hamee Corp. (Head Office: Odawara City, Kanagawa Prefecture, President and CEO: Ikuhiro Mizushima, Securities Code 3134: TSE Prime Market) announced that the beta version of CustoSnee, a new customized service that solves issues faced by retailers, will be released on Friday, August 4, 2023.

CustoMee is a custom-made service that digitally prints illustrations, images, etc. on products and enables customization from one order count. This service will be provided to businesses engaged in EC sites, brick-and-mortar store, and events.

We aim to provide a service that can provide an enjoyable buying experience by solving the issues faced by the retail business, such as the desire to increase sales and the desire to develop various products that customers want to buy.

Background to Service Development

Since its founding in 1997, Hamee has operated a retail business mainly mobile accessories, with both EC and wholesales. Over the years, we have worked on marketing measures to help customers recognize and purchase products, as well as product development with various designs.

In recent years, there has been a need not only for product development that meets customer needs, but also for a more attractive purchasing experience.

Against this backdrop, Hamee has developed "CustoMee", a new service that enables customers to customize their products, with the desire to make shopping even more enjoyable than ever before.

On Friday, August 4, 2023, we plan to introduce this service at Hamee's first brick-and-mortar store, "iFace Lab," and provide customers with a special buying experience that enables them to buy products they have designed.

At the same time, we believe that the desire to provide customers with an enjoyable buying experience is common to many retailers, and we have decided to provide this service to a wide range of retailers.

This service not only improves the purchasing experience, but also helps to resolve the following issues.

- It is not possible to sell just by placing products.
- The minimum number of lots is large, and they remain unsold.
- Customers' preferences are diversifying, and we cannot grasp customer needs.
- While wanting to avoid mass production and mass disposal, prioritizing securing sales.

We are also looking to collaborate with Next Engine, a cloud-based (SaaS) EC Attractions offered by our group to solve EC management issues. We believe CustoMee will be useful to clients of Next Engine.

CustoMee Outline

Servicing URL: <https://www.customee.net/>

CustoMee is a custom-made service that you can deploy to EC sites and stores and events.

Customers select and customize images and illustrations for the underlying products.

Customized images are printed on products to provide original ones.

Base products can be chosen from the introducing company's own products or OEM products offered by CustoMee.



**prepare the base
products and images**



Customized by customers



**Completion of the
original products**

[EC Website]

Custom-made functions can be deployed to EC sites in as little as five minutes. There will be no installation costs, basic usage fees, etc. and a commission will be incurred only after a customer order is placed.

[Stores and events]

We will provide customers with a custom order experience in the store. It will be manufactured in the store, delivered on the spot, or manufactured at the factory, and delivered at a later date. At the event, we will complete the delivery of the product to the customer from the experience of the custom-made.

Recruitment of up-front uses

We are looking for businesses that will be able to introduce the service while verifying it together with the beta-version. We offer the following benefits to businesses that have adopted CustoMee.

- We can provide customers with a purchasing experience that enables them to create their favorite products with their favorite designs.
- Product lineup can be expanded without limitation on minimum lot
- Can get information on what type of design will sell and the actual sales volume

- Can make only the number of items that can surely be sold

If you wish to do so, please contact the following URL inquiry regarding "Beta Version Application" or "Beta Version Guidance Request."

You can also experience the beta version of Customee in "iFace Lab", which is scheduled to open on Friday, August 4, 2023, in Harajuku, Tokyo. If you wish to do so, please contact us from the inquiry regarding " Guidance Request in iFace Lab."

Please note in advance that it may take some time for us to contact you regarding the beta version.

Servicing URL: <https://www.customee.net/>

[Reference]

Notice of Opening of "iFace Lab" Concept Store for iFace, Mobile Accessories Brand!

<https://onl.sc/74Kkh6F>

[Outline of Hamee Corp.]

Company : Hamee Corp. (TSE Prime Market, Securities Code: 3134)

Incorporation : May, 1998

Representative : Ikuhiro Mizushima President and CEO

Address : Square O2, 2-12-10, Sakae-cho, Odawara City, Kanagawa Prefecture ,250-0011 Japan

Business : EC support and SaaS business, smartphone accessories development

/manufacturing business, EC development in the U.S., China and South Korea.

Business Website : <https://hamee.co.jp/>

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