

Providing New Fashion Logistics with Virtual Try-on Technology

- Partnership with Apatech Japan Ltd. -

SENKO Group Holdings Co., Ltd. (Head office: Koto-ku, Tokyo; President: Yasuhisa Fukuda) affiliated core company SENKO Co., Ltd. (Head office: Kita-ku, Osaka City; President: Yasuhisa Fukuda; "SENKO") and developer of IT solutions for the fashion and apparel industry Apatech Japan Ltd. (Head office: Minato-ku, Tokyo; President: Feng Sun; "Apatech Japan") have entered a business tie-up to create new products and services, and to develop a retail omnichannel through a new partnership.

SENKO procures fashion and apparel-related products from overseas and also provides storage and delivery services to stores through its group companies Tokyo Nohin Daiko Co., Ltd. and Across Transport Corp. Its logistics centers not only provide storage services, but also product management, logistics processing and QC (quality control), as well as receiving orders for online sales and taking measurements as part of a high-quality, efficient service.

Apatech Japan is an IT company that has developed proprietary artificial intelligence (AI) algorithm technology for combining data on people's body measurements taken with its precision automated measurement technology, with images of apparel items photographed using special techniques. This allows users to try on products virtually, and the system can be harnessed to open digital unstaffed stores.

With this partnership, SENKO will be able to use Apatech Japan's technology for photography and delivery operations required for its virtual try-on systems or products available at digital unstaffed stores. This will help to reduce costs for various work required for products (such as photography, measurements, and creating originals) to provide a comprehensive logistics services. This service and associated know-how can also be used to provide added value to the fashion logistics business, as a means of further expanding its EC operations.

To meet demand for new types of shopping styles suited to changes in consumer needs and lifestyle patterns, Apatech Japan will combine its own technology with SENKO's comprehensive logistics services to develop and roll out a one-stop solution for its new retail omnichannel service.

<Overview of SENKO Co., Ltd.>

Company name:	SENKO Co., Ltd.
Representative:	President and Representative Director Yasuhisa Fukuda
Address:	1-1-30 Oyodonaka, Kita-ku, Osaka, Japan
Established:	April 2016 (SENKO GHD established in July 1946)
Capital:	10 billion yen
Main business details:	Vehicle transportation business, warehousing business, logistics processing business, etc.
Stock exchange:	First section of Tokyo Stock Exchange (SENKO GHD)

<Overview of Apatech Japan Ltd.>

Company name:	Apatech Japan Ltd.
Representative:	President and Representative Director Takashi Son
Address:	Aoyama Palacio Tower 11F, 3-6-7 Kita-aoyama, Minato-ku, Tokyo, Japan
Established:	October 2019
Capital:	45 million yen
Main business details:	IT solutions business for the fashion and apparel industry, EC site creation and management business, FaaS business