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The Japanese original should be considered as the primary version.

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Dear all,

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## **Smaregi Accelerates Vertical POS Strategy for Cosmetics Retailers**

### **Partnering with CRC to Accelerate DX in the Cosmetics Industry**

Smaregi, Inc. (Headquarters: Osaka; Representative Director: Ryuhei Miyazaki; hereinafter “Smaregi”) is pleased to announce the signing of an agency agreement with the National Federation of Cosmetic Retail Cooperative (CRC). This partnership marks the launch of a strategic initiative to support specialty cosmetics retailers in transitioning to Smaregi’s cloud-based POS system.

#### **Background and Strategic Context**

Historically, specialty cosmetics retailers have relied on manufacturer-led POS systems to manage product masters and sales data. However, as the industry transitions to next-generation systems, individual retailers face the challenge of selecting and implementing their own alternatives. This shift has surfaced several critical pain points:

- **Operational Burden:** Time-consuming manual product registration.
- **Redundancy:** The need for double-scanning across different manufacturer-specific terminals.
- **Capital Expenditure:** High upfront costs associated with new hardware.

In response, Smaregi and CRC have engaged in extensive consultations to develop an industry-specific DX support model designed to solve these structural issues.



## Key Support Initiatives

### 1. Development of Ecosystem Apps for Seamless Manufacturer Integration

We are developing dedicated applications to sync product masters and sales data previously managed on legacy POS systems. By reducing registration workloads and streamlining operations, we aim to create a standardized data platform that benefits the entire cosmetics ecosystem.

### 2. Subscription-Based Hardware Solutions

To lower the barrier to entry, Smaregi will offer hardware (POS terminals and peripherals) via installment-based subscription plans rather than requiring lump-sum purchases. This model, which includes hardware warranties, ensures a low-risk, scalable environment for retailers.

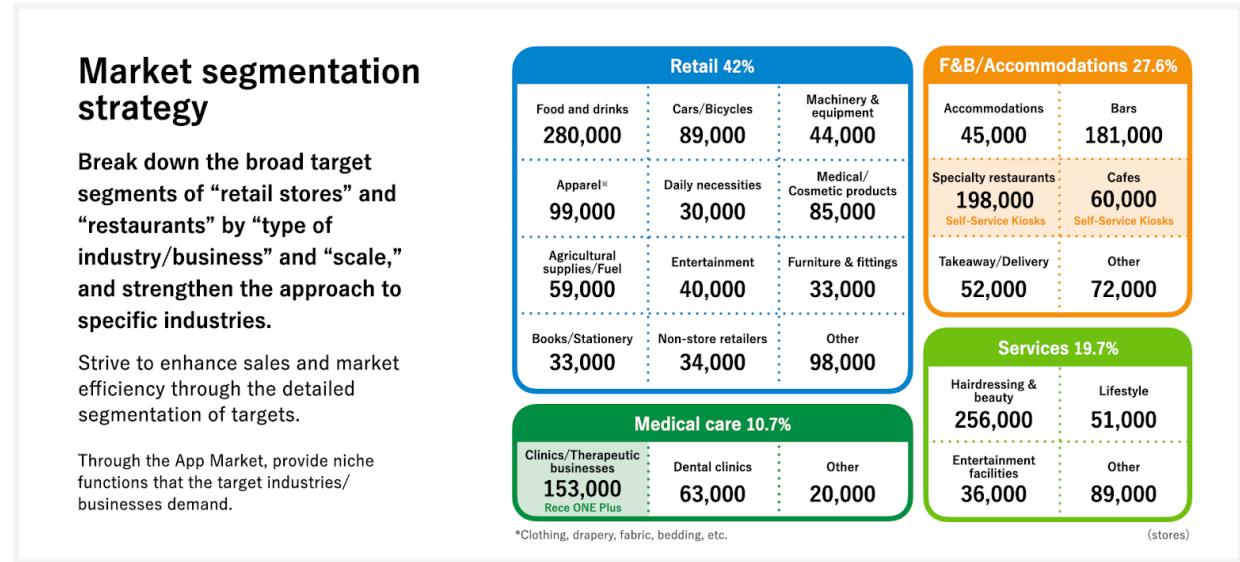
### 3. End-to-End Implementation Support

We provide a comprehensive support framework—from initial migration to long-term operational stability—ensuring a frictionless transition and high retention rates for retail partners.

## Alignment with Growth Strategy: "Market Segmentation Strategy"

This project is a direct execution of our "Market Segmentation Strategy," a core pillar of Smaregi's Second Medium-Term Management Plan (announced March 2023).

Under this strategy, we identify industries with unique business logic and commercial customs to build industry-optimized solutions centered around our POS platform. By partnering with CRC, we aim to establish a blueprint for the cosmetics specialty sector, accelerating our penetration into high-value niche segments.



(Source: Long-Term Vision and Second Medium-Term Management Plan, published September 12, 2024)

## Executive Commentary

"We are honored to partner with CRC at this pivotal turning point for the cosmetics specialty industry. This project facilitates a 'three-way collaboration' between retailers, manufacturers, and Smaregi. We believe this synergy is a significant milestone for the digital transformation of the entire industry."

We view this partnership as a vital step toward realizing our mission: "Dynamic stores bring about dynamic towns." Starting with this initiative, we will continue to drive data integration and operational efficiency, contributing to the sustainable growth of cosmetics retailers nationwide."

- Shugo Suzuki, Executive Officer and Director of Sales Planning, Smaregi, Inc.

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