

Notice: This document is an English translation of a statement written originally in Japanese.
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.



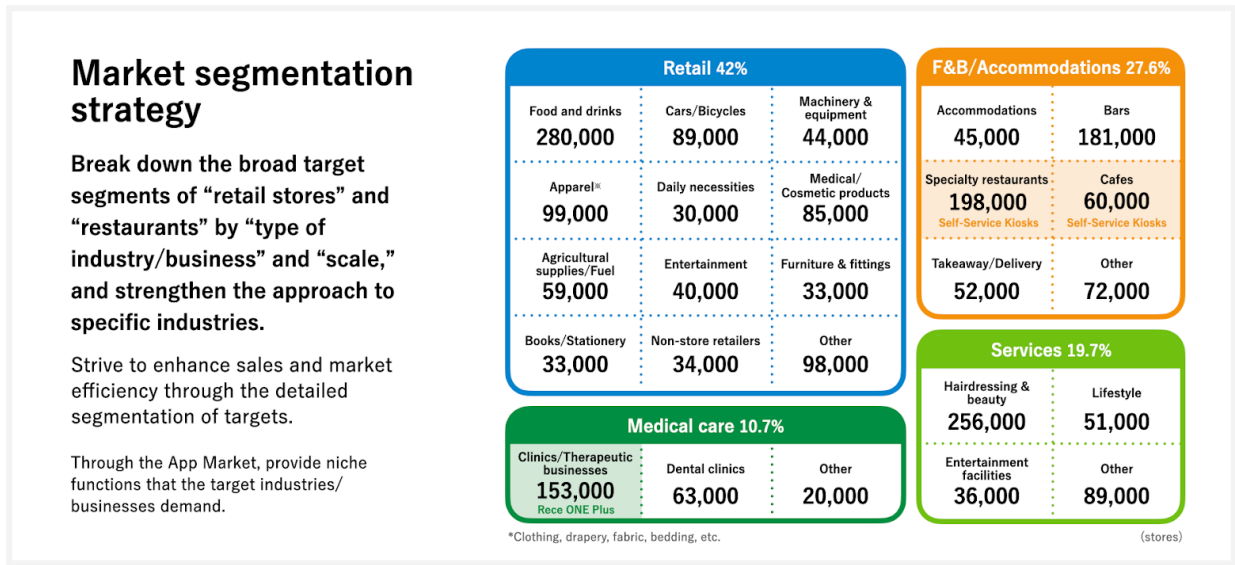
Key Support Initiatives

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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Smaregi, Inc. – Investor Relations

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