

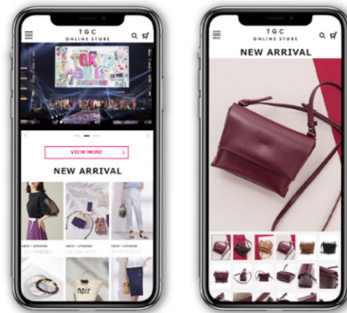
This is a translation of the original Japanese release. The Japanese text shall prevail in case of any variance between this version and the Japanese text.

**FASBEE and W TOKYO Announce the Opening of Tokyo Girls Collection
Official EC Site TGC ONLINE STORE on 4 September**
Interactive videos allow users to purchase items by tapping on fashion show videos.
**Coordination with Global Fashion EC Site FASBEE allows items to be purchased from 120
countries and regions.**

Tokyo, Japan – 4 September 2019 – FASBEE Inc. (FASBEE), a subsidiary of BEENOS Inc. (BEENOS) and joint venture of Fashion-Co-Lab. Co., Ltd. (FCL), and W TOKYO, Inc. (W TOKYO) mutually announced the grand opening of the “Tokyo Girls Collection” (TGC) official online shopping website, “TGC ONLINE STORE” today. TGC is one of the largest-scale fashion festivals in history.

Sales of the items listed on the TGC ONLINE STORE will be in conjunction with the “Mynavi presents the 29th Tokyo Girls Collection 2019 AUTUMN/WINTER” event to be held on 7 September.

TGC
ONLINE STORE



「TGC ONLINE STORE」: <https://ec.girlswalker.com/>

The TGC ONLINE STORE is TGC’s new e-commerce website with the concept, “Knowing the ‘Now’ of Fashion.” W Tokyo will use its strength in producing along with FASBEE’s expertise in creating EC websites and use of technology to provide hot items and original collaborative products. Users can check and purchase items in real time during the TGC Fashion Show. These items are linked to videos and social media posts as well so those not in attendance at TGC can still have a live-like interactive shopping experience.

The website offers a new generation of commerce service that transcends the real and digital realm. The “See Now Buy Now” service implements the latest stage video commerce system where users can purchase the apparel items worn by the models on the runway with one tap. This allows users to purchase items without dealing with the stress of searching for items after the show while giving brands instant visibility to allow customers to purchase their products. The system is linked with FASBEE’s global fashion EC website (<https://fas-bee.com/>) so foreign users from 120 countries and regions can also purchase items seamlessly from Japan.

TGC ONLINE STORE is a realization of TGC’s theme of “bringing Japan’s girls’ culture to the world.” It merges the digital with the real world and is a new generation of commerce that uses the power of technology to overcome foreign currency, language and country borders to expand Japan’s Girls’ Fashion.

TGC ONLINE STORE Features

TGC ONLINE STORE is a fashion EC site that handles over 150 ladies' brands including those that will be included in the TGC fashion show. It will institute its "Stress-free Shopping" system by simplifying the process it takes to reach users' desired products through the users' favorite brands and items function. The header has a very simple design accented by colors on Call to Action buttons and other icons. The website is designed to make product images and banners to stand out. Actions such as searching and putting items into carts are done via sliding and pop ups which reduces the amount of switching pages.

TGC
ONLINE STORE

TGC ONLINE STORE Grand Opening Free Shipping Campaign!

TGC ONLINE STORE will be offering free shipping in commemoration of its grand opening.

- Period: 6 September 2019 18:00 (JST) ~ 22 September 2019 23:59 (JST)
- Eligibility: All customers (including customers in foreign countries/regions that FASBEE ships to)

■ About Tokyo Girls Collection

TGC is one of the largest-scale fashion festivals in history. It has been held twice a year since August 2005 under the theme of "bringing Japan's girls' culture to the world." 100 popular models in Japan perform in a fashion show along with live concerts featuring famous singers, special stage performances with special guests, booths that allow people to try the latest trending items and a variety of other contents exclusive to TGC. The new feature to allow people to instantly purchase clothes the models wear during the fashion show is gaining domestic and international traction. Tokyo Girls Collection Official Website: [http://tgc.st./](http://tgc.st/)

【W TOKYO, Inc. Company Profile】

- (1) Company Name: W TOKYO, Inc.
- (2) Representative: Noriyoshi Murakami, President and CEO
- (3) Location: Wako Miyamasuzaka Bldg. 6F, 2-19-19 Shibuya, Shibuya-ku, Tokyo, Japan
- (4) Founded: July 2015
- (5) Capital: 207 Million JPY

【About FASBEE Inc.】

FASBEE is a joint venture company of BEENOS and FCL. FASBEE uses BEENOS's expertise in Cross Border EC and FCL's knowledge in constructing an EC fulfillment infrastructure specializing in fashion to make Japanese apparel available to customers in 120 countries and regions through its global fashion EC site "FASBEE". FASBEE's company name is a compound word created from "Fashion" and "Bee". FASBEE will provide an easy, convenient and seamless experience for customers like a bee heading directly and efficiently to its destination.

【FASBEE Inc. Company Profile】

- (1) Company Name: FASBEE Inc.
- (2) Representative: Yoshihide Saito, President and CEO
- (3) Location: Gotenyama Trust Tower 6F, 4-7-35 Kita-shinagawa, Shinagawa-ku, Tokyo, Japan
- (4) Founded: March 2019
- (5) Capital: 100 Million JPY

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