

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.

Singer Ado's Official Online Store gets Renewed "Ado Official Shop" Opens 24 October

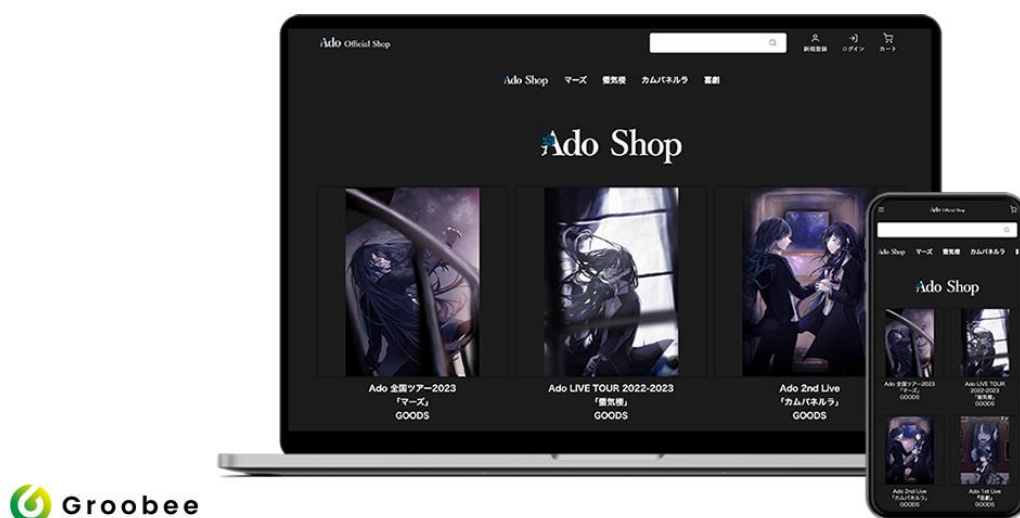
(URL: <https://ado-officialshop-friedpotato.com/>)

BEENOS Entertainment Supports Sales starting 27 October at 19:00

Tokyo, Japan – 27 October 2023 – BEENOS Entertainment Inc., a subsidiary of BEENOS Inc. (BEENOS), based in Shinagawa, Tokyo, and led by President Yoshikazu Tamaya, is now supporting Cloud Nine inc. in the renewal and operation of "Ado Official Shop," the official shopping website for the singer "Ado."

■『Ado Official Shop』URL: <https://ado-officialshop-friedpotato.com/>

BEENOS Entertainment begins support of "Ado Official Shop"



Launched in line with Ado's birthday, the shop went live on Tuesday, 24 October. Exclusive merchandise, including limited items from the nationwide "Mars" tour and past tour goods were made available. Special products for members of "Ado's Doki Doki Secret Base" fan club were also available.

Goods were made available from 19:00 on Friday 27 October in celebration of its renewal. The shop featured exclusive merchandise from past tours "Kigeki (Comedy)," "Campanella," and "Shinkiro (Mirage)," along with the recent "Mars" tour, which began in June 2023, in commemoration of Ado's 21st birthday. These select items, including re-released goods from previous tours, were offered in limited quantities.

The site, developed using the entertainment-focused EC platform "Groobee," is fully managed by

【Contact Information Regarding this Release】

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BEENOS Entertainment from creation to operation. To serve Ado's international fans, the site integrates with "Buyee," BEENOS Group's proxy purchasing service (<https://buyee.jp/>), making "Ado Official Shop" products accessible in Japan and 118 countries globally.

About “Ado Official Shop”

The official online store for Ado merchandise, "Ado Official Shop," offers an array of the latest products reflecting Ado's unique style. Starting 27 October, the store features special items from past tours "Kigeki (Comedy)," "Campanella," and "Shinkiro (Mirage)." This exclusive release provides a rare opportunity for fans to acquire past tour merchandise, with no future re-releases planned. A must-visit for fans!

■URL

<https://ado-officialshop-friedpotato.com/>

■Sample of Merchandise



【 Limited to Secret Base Members】 Doki Doki Secret Base Clear File ver.2 (Set of 2)



Fashionable “Mars” T-Shirt-A
*Large/Small
¥4,200 (tax incl.)



Play it Cool with this Light★
¥4,500 (tax incl.)



Cool Acrylic Stand
“Mars” ver.
¥1,500 (tax incl.)



The Long-awaited Toothbrush Set for Shiny Teeth!
¥1,800 (tax incl.)



Smooth and Glossy Acrylic Keychain 【Random of 3】
¥800 (tax incl.)

About Ado

【Profile】

Ado is an “Utaite” singer born on 24 October 2002. She debuted in 2020 with “Usseewa.”

Ado, who created a social buzz with her 1st album "Kyogen" released in January 2022, continues to achieve enduring success. In August 2022, she performed all seven songs, including the theme and in-movie tracks, for the film "ONE PIECE FILM RED." The accompanying CD album, "Uta's Songs ONE PIECE FILM RED," has also been dominating the charts as a sustained hit.

Since June 2023, Ado has embarked on a nationwide hall and arena tour titled "Mars." Adding to her remarkable achievements, the launch of her first world tour is set for February 2024. Additionally, in a groundbreaking move, she is slated to be the first female solo artist to perform a two-day live concert at the “Japan National Stadium” in April.

【Social Media / Official Websites】

- X: <https://twitter.com/ado1024imokenp>
- YouTube: <https://www.youtube.com/c/Ado1024>
- TikTok: <https://www.tiktok.com/@ado1024osenbei>
- LINE: <https://lin.ee/YOA1dMC>
- Official Universal Music Page: <https://www.universal-music.co.jp/ado/>
- Profile: <https://cloud9pro.co.jp/artist/profile/ado/>

Groobee's Support System

Groobee (<https://groobee.com>) offers a zero initial cost site-building service, featuring tools specifically designed for entertainment content such as artists, anime, and IP. It provides all-encompassing support covering website creative design, customer service and logistics. Groobee facilitates not only the creation of individual e-commerce sites for specific content but also supports the development of mall-type e-commerce platforms for multiple artists or IP holders. It offers flexible solutions for existing e-commerce platforms as SaaS.



Additionally, Groobee's integration with BEENOS Group's proxy purchasing business, "Buyee" (<https://buyee.jp/>), enables global access, allowing products to be purchased from 118 countries and regions. This feature extends the reach of Japanese entertainment to a worldwide audience, showcasing the versatility and global appeal of the Groobee platform.

About BEENOS Entertainment

BEENOS Entertainment leverages the BEENOS Group's three core strengths - 'experience', 'network', and 'accumulation of data', along with innovative 'technology', to facilitate the digital transformation (DX) and globalization of the entertainment industry. The company is dedicated to enriching the entertainment sector, a field that has inspired countless individuals, through the application of cutting-edge technology. Working collaboratively with all stakeholders, including content creators, artists, event venues, and event organizers, BEENOS Entertainment is focused on contributing to the growth and revenue expansion of Japan's entertainment industry.

【Company Profile】

Company Name: BEENOS Entertainment Inc.

Representative: Yoshikazu Tamaya, President and CEO

Location: 4-7-35 Kita-shinagawa, Shinagawa-ku, Tokyo, Japan

Founded: February 2012

Capital: 30 million JPY

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