

News Release

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**Release
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Regarding the opening of a mall store in the cross-border EC Market place Shopify

March 15, 2023 Kurashiki City:

We are pleased to announce that we have decided to enter Shopify, a new cross-border EC marketplace, to create a mall called "THE KURASHIKI PRIDE" and sell Japanese masterpieces related to Kurashiki to the world, utilizing the subsidy from the Kurashiki City Financial Institutions Cooperation Type SME Support Project Fund. We are pleased to announce this new venture.

The following is a brief description of the project.

1. background and purpose

Since the Corona epidemic, there has been a forced paradigm shift in corporate activities, and the Japanese economy as a whole has been in a slump. The decline has been particularly severe in the rural areas of Japan. Under such circumstances We believe it is necessary to seek new sales channels overseas. If our company can play the role of a trading company with the function of acquiring overseas sales channels rooted in Kurashiki, we will be able to develop new sales channels for

Kurashiki products to be sold overseas, which will revitalize the economy of Kurashiki.

If we can create a sales channel and successfully promote Japanese-made masterpieces associated with Kurashiki in the cross-border EC marketplace, where Japanese products are very popular, we can acquire a new market and promote the revitalization of Kurashiki.

This time, we have decided to create a mall called "THE KURASHIKI PRIDE" on Shpoify, an ASP-type (*1) headquartered in Canada, to sell specialty products related to Kurashiki to the world.

Businesses selling through "THE KURASHIKI PRIDE" do not need to register their products on overseas sites, translate them into multiple languages, or carry out complicated procedures such as the tedious procedures involved in exporting and international shipping.

All you need to do is to create product information in Japanese, and Will Partners will translate it and list your products on Shoipfy and other major global e-commerce malls (eBay and Etsy) on your behalf.

After the purchase, Will Partners will be responsible for handling all order receipt, international payments, overseas shipping, and contacting buyers.

In addition, we will analyze what kind of Japanese products overseas buyers are interested in by examining EC mall trends and product purchasing behavior with cross-border EC experts, find ways to increase sales, and provide support in a persistent and supportive manner until export sales are achieved.

2. Outline of the operator

Established in October 2020

Selling mainly quality Japanese products on the overseas marketplace eBay

January 2022 Recognized by eBay as a "Top Rated Seller," the most trusted seller, for its customer service and sales performance over the past year. Still active as a "Top Rated Seller".

June 2022

Kurashiki City's subsidy for supporting small and medium-sized enterprises in cooperation with financial institutions is approved.

October 2022

Entered Etsy, the world's largest handmade marketplace (USA)

Entered Chrono24, a marketplace specializing in luxury watches (Germany)

February 2023

Entered Shopify, a marketplace specializing in luxury watches (Canada)

[Our Vision]

We aim to realize the SDGs through our work.

We aim to "create a recycling-oriented society with less environmental impact" by selling high-quality Japanese products on cross-border e-commerce websites and using those products for a long period of time.

We aim to realize "decent work" where able-bodied people and people with disabilities can work together seamlessly and feel satisfaction by actively outsourcing work to people with mental disabilities to improve their income.

(*1) ASP stands for Application Service Provider and refers to the provision of applications on a website.

Shopifysite <https://the-kurashiki-pride.myshopify.com/>

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