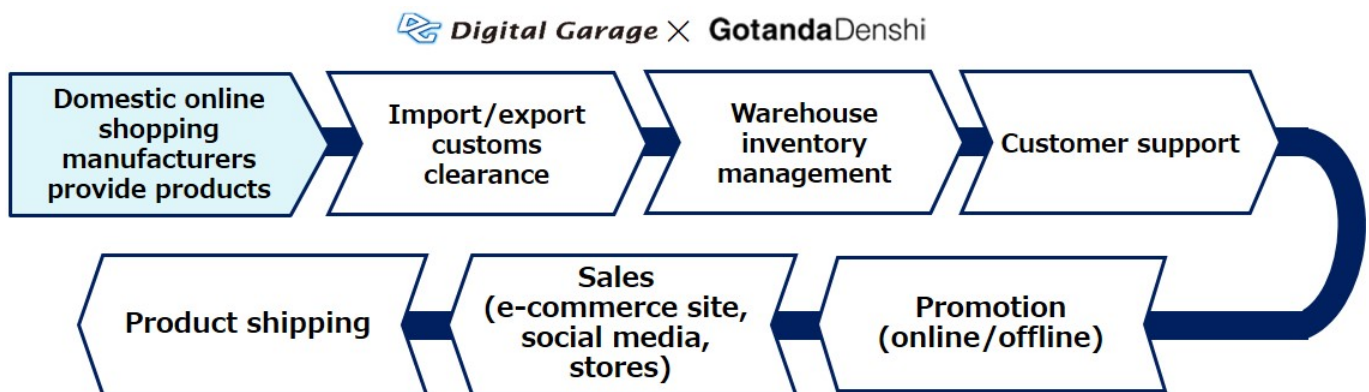

NEWS RELEASE

Digital Garage Launches One-Stop Marketing and Fulfillment Solution for Online Shopping Suppliers Aiming to Expand Overseas in Thailand and Taiwan

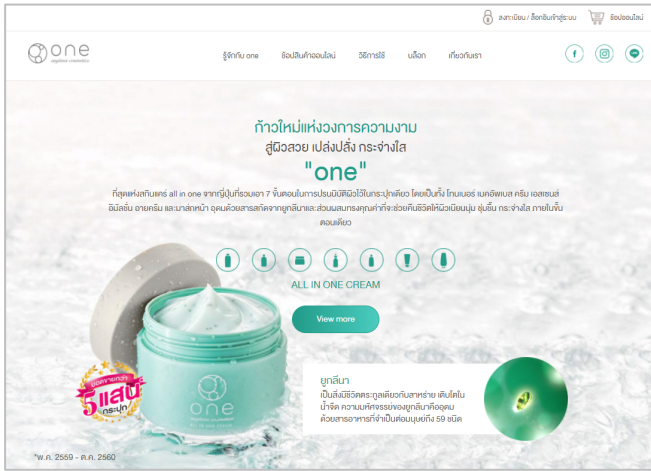
Digital Garage, Inc. (TSE first section: 4819; HQ: Tokyo; Representative Director, President Executive Officer and Group CEO: Kaoru Hayashi; DG) has launched a one-stop marketing and fulfillment solution for online shopping suppliers (mainly cosmetic and health food suppliers) aiming to expand overseas. DG has built a structure for this service in Thailand and Taiwan, where many online shopping suppliers are looking to do overseas business in recent years.

DG's one-stop service will support distribution, sales, and payment fulfillment required to expand overseas. This service will also include support for executing market strategies and building sales channels based on local market characteristics, including both online and offline promotion. With this service, suppliers can simply deliver their products to domestic warehouses without building their own distribution and sales schemes or secure resources. This will reduce the costs required for overseas expansion, as well as the burden and risk involved in specialized tasks such as customs clearance. The new service will be offered to online shopping suppliers expanding into Thailand in partnership by DG, who has much know-how on marketing for maximizing advertising effectiveness, and Gotanda Denshi Co., Ltd., which offers overseas fulfillment support services.



The new service has already been introduced to bring “one”—a futuristic, all-in-one skin cream sold by euglena Co.,Ltd. —to Thai market. DG is in charge of building the online and offline sales channels, promotion, and support marketing activities in tune with the needs of Thai women and characteristics of the cosmetics market. DG's broad range of tasks include sales channels (building and operating the e-commerce site, chat-based customer service, and finding stores to sell the product) and promotion (online ad operations, PR events featuring celebrities, measures utilizing influencers, etc.).

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Left: “one” e-commerce site for Thailand. Information is proactively posted to the blog and social media, and lively communication is facilitated via chat.

Right: PR event held in Bangkok in April 2018, where local influencers effectively shared information.

*Thai e-commerce site and social media for euglena Co.,Ltd.’s “one”

e-commerce site: <https://euglena.in.th/one>

Facebook : <https://www.facebook.com/euglenaone.thailand/>

Instagram : https://www.instagram.com/euglena_one_thailand/

The same solution is provided to companies doing overseas business in Taiwan, and the service will be expanded in the future beyond Asia to the United States and European countries and regions. DG is striving to become a business strategy partner to achieve business growth by offering one-stop marketing and fulfillment solution required for overseas business.

[About Digital Garage] <http://www.garage.co.jp/en/>

DG, listed in the first section of the Tokyo Stock Exchange, was founded in 1995. Its business is focused on marketing, payments, and investment to create “context” for the age of the Internet.

The Marketing Technology Segment (<http://dgmt.garage.co.jp/>), centered on web promotion, offers integrated digital marketing through web strategies (website and app production and operation) and CRM solutions (e-commerce and membership site vitalization). In recent years it leverages cutting-edge technologies and develops new businesses—including apps, data, and global business—as a business strategy partner that supports clients and helps grow their businesses.