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October 20, 2025

To whom it may concern

|                                     |                                                                                                         |                      |
|-------------------------------------|---------------------------------------------------------------------------------------------------------|----------------------|
| Company Name                        | ARATA CORPORATION                                                                                       |                      |
| Representative                      | Representative<br>Director and<br>President<br>(Code No. 2733 TSE Prime)<br>Senior Executive<br>Officer | Seiichi<br>Kochiya   |
| Person responsible<br>for inquiries | Head of Corporate<br>Governance<br>Headquarters<br>(TEL +81-3-5635-2800)                                | Nobutaka<br>Tsuchiya |

## Announcement of Joint Establishment of A new company by ARATA CORPORATION, PALTAC CORPORATION, and PLANET, INC., for centralized management of commodity information

ARATA CORPORATION ("ARATA") hereby announces that, at today's meeting of the Board of Directors, ARATA, PALTAC CORPORATION ("PALTAC"), and PLANET, INC. ("PLANET") have resolved to establish a new company for the purpose of centralized management of commodity information jointly by three companies.

In cooperation with the Ministry of Economy, Trade and Industry (METI), the new company aims to develop the entire industry by unifying and coordinating the entire supply chain in the general consumer goods sector, such as cosmetics and daily necessities, and centralizing commodity master management to improve efficiency in both commercial distribution and logistics.

For details, please refer to the following materials.

October 20, 2025

ARATA CORPORATION  
PALTAC CORPORATION  
PLANET, INC.

## **Joint establishment of a new company for centralized management of commodity information**

**- To improve efficiency of commodity information exchange -**

ARATA hereby announces that three companies, ARATA CORPORATION (Head office: Koto-ku, Tokyo; Seiichi Kochiya, Representative Director and President; hereinafter referred to as ARATA), PALTAC CORPORATION (Head office: Osaka City, Osaka Prefecture; Takuya Yoshida, Representative Director and President; hereinafter referred to as PALTAC) and PLANET, INC. (Head office: Minato-ku, Tokyo; Masakazu Sakata, Representative Director and President; hereinafter referred to as PLANET) (hereinafter referred to as our three companies) have reached an agreement to establish a new company for the purpose of centralized commodity master management in the field of general consumer goods, such as cosmetics and daily necessities, and its shared use in the commodity circulation process of manufacturing, distribution and sales.

The establishment of the new company aims to develop the entire industry by cooperating with METI's "Study Group on Commodity Information Sharing Standards" and the "Commodity Information Sharing Meeting", centralizing commodity master management throughout unification and coordination in the entire supply chain of general consumer goods, and improving efficiency in both commercial distribution and logistics.

### **<Purpose and Significance>**

ARATA and PALTAC are companies which play a central role in the intermediate distribution of daily necessities, such as cosmetics and everyday items, between manufacturers and retailers, and handle more than 2 trillion yen of commodities annually in total for both companies, and build and operate a nationwide distribution infrastructure based on their corporate philosophy of "life's affluence and comfort", and "contribution to society". In addition, PLANET builds and operates the infrastructure for data exchange services, such as ordering, shipping, invoicing, and payment, which are the backbone of commercial transactions between manufacturers and wholesalers in these distributions.

Our distribution business plays an important role in supporting the daily lives of consumers, but it also has a labor-intensive aspect, and the labor shortage due to the declining working population is becoming serious. On the other hand, information (data) related to the commodity range is on the increase, such as image data associated with the progress of e-commerce, and data associated with mandatory quality labeling. Also, at the logistics sites in the distribution, we are promoting DX such as AI and robotics to improve productivity, and accurate and useful commodity information is becoming indispensable to their effective utilization.

Currently, however, commodity information is processed and registered by each supplier due to the lack of unified operational rules, and is handled by manual input. In addition, there are issues such as in improving delivery efficiency due to the lack of uniqueness because of ambiguous operation of the rules of the JAN code, and in increasing communication costs between companies. We recognize that unless we resolve these issues and promote efficiency, it will be difficult in the future to maintain the same level of service as today, and consumers may not be able to buy what they want when they want it.

These issues are recognized not only by the industry itself, but also by the METI's "Study Group on Commodity Information Sharing Standards" and the "Commodity Information Sharing Meeting." Efforts are underway to standardize commodity information to ensure uniqueness, and to create a commodity information platform concept through a cross-industry registry.

Our three companies participate in the "Study Group on Commodity Information Sharing Standards", and the "Commodity Information Sharing Meeting", and have agreed to establish a new company for the purpose of standardizing and centralizing management of commodity information in order to realize highly productive distribution, assuming collaboration with the cross-industry registry. The establishment of the new company is expected by the National Federation of Cosmetics and Daily Goods Wholesalers (Chairperson: Yu Moritomo, President and Representative Director of MORITOMO Corporation) to be an initiative that will lead to the development of the entire industry.

By asking manufacturers, wholesalers, and retailers across the industry involved in manufacturing, distribution and sales to broadly support and participate, we believe the new company will contribute to enhanced convenience and efficiency of the entire industry by centralizing management of commodity information in accordance with the five commodity information principles in the Commodity Information Platform Concept.

<Five commodity information principles>

- (1) Accountability of commodity information to consumers
- (2) Collaboration on shared information
- (3) Single input by brand owner
- (4) Batch retrieval and shared use
- (5) Use of uniquely identifiable common IDs for commodities

Our three companies will take the lead in operating the new company until the business stabilizes (approximately three years), given the company's establishment and launch of services in a short period of time, and the taking of risk during an unstable period after establishment. Thereafter, we will reconsider investment and corporate management in light of the reason for the new company's establishment.

<Overview of the new company (planned)>

Trade Name: Product Registry Services, Inc.

Head Office Location: Chiyoda-ku, Tokyo

Capital: 100 million yen

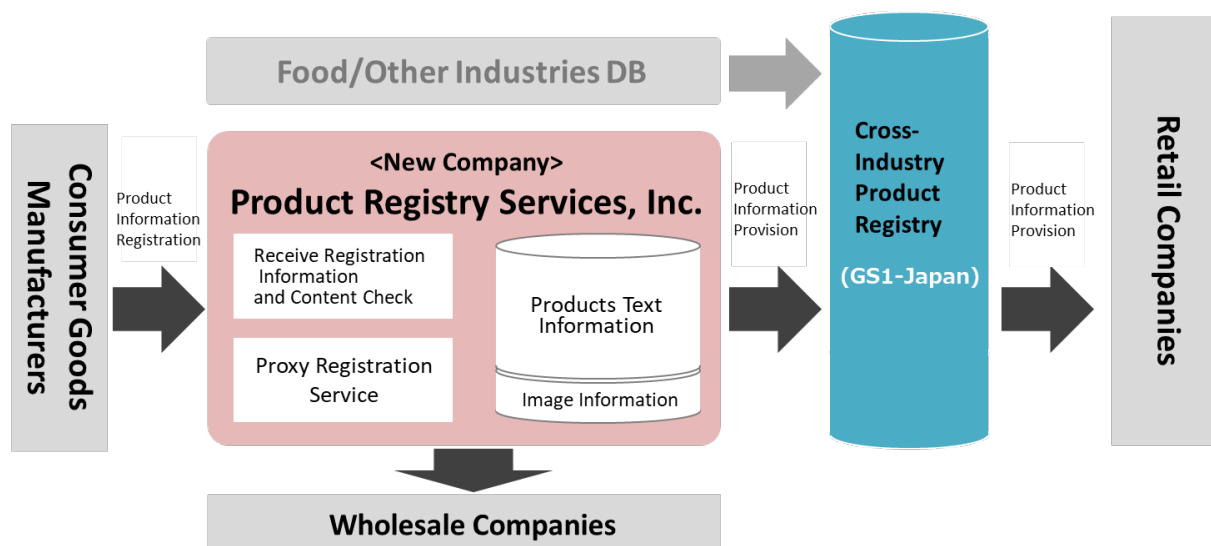
Representative Director: Toshio Matsumoto (Representative Director and Vice President, PLANET, INC.)

Shareholders (capital contribution ratio): ARATA (30%), PALTAC (30%), PLANET (40%)

Establishment Date: November 2025 (Service launched: April 2026)

Description of business: 1. Centralized management through collection, accumulation and maintenance of commodity information on general consumer goods  
2. Provision of the above commodity information to manufacturers, wholesalers, retailers, and information service vendors, and relevant consulting  
3. Infrastructure provision business for manufacturers and relevant consulting  
4. Building infrastructure for managing and providing the above commodity information  
5. Any business incidental to the above items

<Roles of the New Company and Flow of Commodity Information>



<URL of the METI's "Study Group on Commodity Information Sharing Standards">

(<https://www.meti.go.jp/press/2024/03/20250314002/20250314002.html>)

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