



Notice: This document is an English translation of a statement written originally in Japanese.
The Japanese original should be considered as the primary version.

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Dear all,

Company name Smaregi, Inc.
Representative Ryuhei Miyazaki, Representative Director
(Code number: 4431 TSE Growth)
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Smaregi Revamps Its EC Brand **Subsidiary Netshop Supporters' Services Rebranded under "Smaregi EC"**

Smaregi Inc. (Head Office: Chuo-ku, Osaka; Representative Director: Ryuhei Miyazaki; hereinafter "Smaregi") announced that its subsidiary, Netshop Supporters Co., Ltd. (Head Office: Minato-ku, Tokyo; CEO: Yoichi Takezawa; hereinafter "Netshop Supporters"), has rebranded its existing services—formerly known as "Assist Tencho" and the "Rak Raku Series"—under the unified brand name **"Smaregi EC."**

This initiative is part of the Post-Merger Integration (PMI) process launched following Netshop Supporters' full acquisition by Smaregi in December 2024.

By maximizing group synergies between Smaregi, which excels in retail store solutions, and Netshop Supporters, which specializes in the e-commerce domain, the company aims to enhance brand value as an all-in-one solution that supports retail management both in-store and online.

About the New Brand "Smaregi EC"

Service Overview	Previous Name	New Name
EC management system that centrally handles orders, inventory, customers, and shipping across multiple online malls	Assist Tencho	Smaregi EC OMS
B2B EC system that streamlines wholesale order operations and supports sales growth through new sales channels	Rak Raku B2B	Smaregi EC B2B
Cart system specialized for subscription and single-item D2C e-commerce, with advanced CRM functions	Rak Raku Repeat	Smaregi EC Repeat
B2B2C e-commerce cart designed for manufacturers and retailers to grow together	Rak Raku BBC	Smaregi EC Repeat BBC Edition

Logo Concept



The new symbol mark features three diagonal lines representing the letter “E,” abstractly inspired by the awning of a storefront. These flowing lines express the concepts of “circulation” and “connection,” symbolizing the dynamic flow between stores and customers, as well as the speed and growth of Smaregi EC’s evolution.



The brand color adopts the red corporate color of Netshop Supporters, representing passion, energy, and reliability. This vivid color conveys strength and innovation in the vibrant e-commerce market.

Website

To coincide with the rebranding, a new Smaregi EC service website has been launched. The site introduces the advantages of integration with the Smaregi POS system and features case studies of client implementations.

▼ Smaregi EC Brand Website

<https://ec.smaregi.jp/> *in Japanese

Individual service websites have also been renewed and are now accessible via the new URLs below.

(Accessing an old URL will automatically redirect to the new site.)

Smaregi EC OMS

<https://ec.smaregi.jp/oms/> *in Japanese

(Formerly <https://assist-tencho.com/>)

Smaregi EC B2B

<https://ec.smaregi.jp/b2b/> *in Japanese

(Formerly <https://raku2bb.com/>)

Smaregi EC Repeat

<https://ec.smaregi.jp/repeat> *in Japanese

(Formerly <https://raku2repeat.com/>)

Smaregi, Inc. – Investor Relations

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