



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

April 23, 2026

Dear all,

Company name Smaregi, Inc.
Representative Ryuhei Miyazaki, Representative Director
(Code number: 4431 TSE Growth)
IR Contact ir_corp@smaregi.jp

Smaregi Establishes "Smaregi Design Studio"
to Accelerate Brand Equity and Product Experience
Transitioning from a POS Provider to an "Architect of the Future of Retail"

Smaregi Inc. (Head Office: Chuo-ku, Osaka; Representative Director: Ryuhei Miyazaki; hereinafter "the Company") is pleased to announce the establishment of Smaregi Design Studio. This new specialized design organization is tasked with bridging business strategy and experience design to strengthen both brand communication and product experience (PX).

The new Studio will function as a cross-functional organization responsible for maintaining consistent experience value and brand identity across all customer touchpoints, including product development, corporate branding, recruitment, PR, and sales support.

Smaregi
From POS to OS.



Smaregi Design Studio

April 2026

1. Rationale for Establishment: From Tool to "Retail OS"

Under our mission, "Dynamic stores bring about dynamic towns", the Company has driven the digital transformation (DX) of retail infrastructure.

As the retail environment undergoes rapid shifts—characterised by product sophistication and the diversification of customer touchpoints—Smaregi is evolving beyond a conventional POS system. We are becoming the foundational "Retail OS" that integrates data to support all aspects of store management.

In this phase of evolution, it is critical to design a seamless brand and customer experience that transcends individual services. Smaregi Design Studio was established to integrate brand communication with high-level product experience, moving beyond mere "production" to create sustainable corporate value.

2. Overview of Smaregi Design Studio

While functioning as an internal department, the Studio operates with the specialised expertise of a design consultancy, with the hands-on execution to provide high-resolution execution across the following domains:

- Product Experience (UI/UX)
- Brand & Corporate Communication
- Recruitment
- Investor Relations (IR) & Public Relations (PR)
- Sales Support

The Studio acts as a hub connecting business strategy with design execution. Rather than focusing on one-off outputs, it prioritises the underlying "Design Logic" (the Why behind the What). By fostering close collaboration between Product, Business, Engineering, and Marketing, the Studio ensures speed, quality, and consistency from conceptualisation to implementation.

3. Appointment of Chief Creative Director (CCD)

In conjunction with the Studio's launch, Tomoaki Suzuki has been appointed as Chief Creative Director (CCD).



Tomoaki Suzuki | Profile

Director, Blew Inc. / Chief Creative Director

Mr Suzuki specialises in defining the decision-making framework for businesses and brands, translating them into creative implementations. He has held senior roles as Creative Director and Design Director at advertising firms, CRM-focused marketing agencies, and design consultancies. As CCD, he oversees creative strategy across product and digital domains, with a focus on long-term growth. His expertise lies in bridging strategy and execution across BI/VI, product development, packaging, and digital signage.

Comment from CCD

Smaregi is evolving into a 'Retail OS' that supports the entire store ecosystem. To achieve this, a design that shapes the future of business and customer experience is more vital than ever.

Smaregi Design Studio will unify every touchpoint—from product UI to recruitment and PR—ensuring a consistent Smaregi experience. My mission is to leverage the power of design to drive both business growth and experiential value, creating a more positive future for everyone involved in the retail and service ecosystem.

For more details on our strategy, please see the dialogue between Ryuhei Miyazaki (Representative Director) and Tomoaki Suzuki (CCD) at the link below:

<https://note.com/smaregi/n/nd5df7c1573b2>

Note: Available in Japanese only.

Smaregi, Inc. – Investor Relations

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