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Company name: Gyet Co., Ltd.
Representative: Koji Ishino,
Representative Director
and President
(Securities code: 7603;
Tokyo Stock Exchange
Standard Market)
Inquiries: Daisuke Kobayashi,
Director and General
Manager of Management
Division
(Telephone: 03-3316-1911)

Gyet Co., Ltd. Enters into Basic Agreement with DXHR Co., Ltd. for Training
Business Utilizing Generative AI
~ Strengthening Field-led AI Utilization through Integration of "Human Resource
Development" and "AI Solutions" ~



Gyet Co., Ltd. (Headquarters: Suginami Ward, Tokyo; Representative Director: Koji Ishino; hereinafter "the Company") hereby announces that it has entered into a basic agreement with DXHR Co., Ltd. (Headquarters: Shibuya Ward, Tokyo; Representative Director: Issei Maeda; hereinafter "DXHR") on November 20, 2025, regarding training business and operational improvement support utilizing generative AI.

1. Background and Objectives of the Partnership

The Company is promoting business transformation utilizing AI technology, and recognizes that "before implementing AI tools and human resource development, it is essential to first review current business flows and redesign them to align with the AI era." Rather than simply digitalizing existing business processes, reviewing the entire business flow with AI utilization in mind is the first step toward true productivity improvement.

DXHR, our new partner, has extensive expertise in business flow redesign by industry and job function, built through industry collaboration. Through AI utilization training, consulting, and human resource provision based on this expertise, they have accumulated achievements in customer AI transformation. Based on their proven track record, the Company has decided to form this strategic partnership with DXHR. Through this partnership, we will fundamentally review the business flows of field staff and administrative departments to build new business processes optimized for AI utilization. Furthermore, we will develop human resources capable of implementing these redesigned business flows, creating an organizational structure that maximizes the effectiveness of future advanced AI solution implementation.

2. About DXHR Co., Ltd.

DXHR is a specialized company with one of Japan's leading track records in AI/digital training and AI transformation support.

【DXHR's Outstanding Track Record】

■ Industry-Leading Implementation Track Record

- Established Japan's first specialized generative AI training facility
- Implemented generative AI-related reskilling training in over 100 companies
- Total participants: Over 10,000 people

■ Industry and Job Function-Specific Curriculum

- Industry-specific training: Sier/System Development, Consulting, Medical, Nursing Care, Real Estate, Construction, Logistics, Hotels, EC, Food Service, etc.
- Job function-specific training: Sales, HR, General Affairs, Accounting, Marketing, Engineering, Creative, etc.

■ Level-Based Programs

- Literacy Level: Basic knowledge of AI/digital tools, basic operation of generative AI
- Practical Level: Business flow creation, prompt engineering, industry/job function-specific AI utilization
- Advanced Human Resource Development: AI Engineers, AX Consultants, Digital Marketing Specialists, Cybersecurity

■ Workshop-Style Training

- Company operations inventory exercises
- AI utilization roadmap creation
- Business improvement project planning
- Practical curriculum utilizing proprietary "Generative AI Dictionary"

■ Comprehensive Support from Specialized Teams

- Business Consultants: Issue organization, theme design, business reform support
- Organizational Consultants: Implementation structure development, transformation management

- Development Engineers: AI system construction, environment setup, technical support
- Support with optimal human resource composition ratio according to phase

■ Continuous Growth Support

- Development of in-house talent and self-sustaining system building
- Co-creation of next transformation themes
- Establishment of sustainable growth cycle that circulates outcomes
- End-to-end support from planning to execution and self-sustainability

They provide an "AI-BPR (Business Process Re-engineering)" program that accompanies clients until actual business improvements are achieved, rather than just ending with learning.

By combining DXHR's expertise and track record with the Company's field knowledge, we will establish new model cases for generative AI utilization in the apparel and retail industry.

3. Main Contents of Joint Initiatives

Based on this basic agreement, we will implement phased training programs.

First, we will begin with basic AI literacy training for all employees, covering fundamental knowledge of generative AI, security, and ethical usage methods, to create a foundation for AI utilization and promote company-wide mindset transformation.

Next, we will implement practical training programs optimized for each job function, including store staff, product planning, sales, marketing, HR, general affairs, and EC operations, aiming to develop skills for immediate AI utilization in daily operations.

Furthermore, selected elite members will receive training to develop advanced skills for promoting AI implementation and business improvement internally, from business inventory to AI implementation roadmap creation.

Additionally, we will analyze each department's business processes, identify efficiency improvement points through AI utilization, and implement operational efficiency and improvement support using DXHR's "AI-BPR" program, from planning specific improvement measures to implementation.

4. Future Outlook

Generative AI utilization in retail and distribution spans various areas including product MD, store operations, back office, and marketing. However, industry-wide challenges persist, such as "not knowing how to use AI" and "difficulty in establishing sustained implementation."

The Company and DXHR have reached this agreement based on the shared understanding that developing "practical AI skills" leads to the most effective business reform.

We will achieve definitive results by leveraging DXHR's overwhelming track record and the government-promoted "Productivity Transformation (Productivity X)"

framework.

This initiative represents an investment in "people," which is most crucial in executing the Company's business transformation = AX (AI Transformation), and will establish a solid foundation for future advanced AI technology utilization.

Both companies will continue discussions and prepare for the specific content and delivery structure of the training programs. We will make further announcements as decisions are made.

This initiative involves human resource development through training and operational improvement efforts, and its impact on the Company's business performance is expected to be minimal.

■ Company Profile

◆ DXHR Co., Ltd.

- Representative: Issei Maeda
- Location: Shibuya Scramble Square 39F, 2-24-12 Shibuya, Shibuya Ward, Tokyo
- Business Description: AI/Digital Training, AI Transformation Support
- URL: <https://dxhr.inc/>

◆ Gyet Co., Ltd.

- Representative: Koji Ishino
- Location: 1-7-7 Umesato, Suginami-ku, Tokyo
- Business Description: Sales of apparel and general merchandise, investment business

Corporate Website: <https://gyet.co.jp>

News (PR): <https://gyet.co.jp/news>

News (IR): <https://gyet.co.jp/ir/ir-news>

【Inquiries】

Public Relations and IR Group, Administration Department, Gyet Co., Ltd.

Contact: Horiike TEL: 03-3316-1911