



June 1, 2020  
AEON CO., LTD.  
SIGNA Sports United GmbH

## Japan's First Sponsored Custom Uniforms to be Launched Soon

### AEON and Signa Sports United GmbH (Germany) formed a joint venture with

Aeon Co., Ltd. (Head Office: Chiba Prefecture; Representative Executive Officer: Akio Yoshida, "Aeon") and SIGNA Sports United GmbH\* (Head Office: Berlin, Germany, CEO : Dr. Stephan Zoll, "SSU") formed AEON SIGNA Sports United Co., Ltd. a joint venture in January 10, 2020 (Friday) to operate sports E-commerce in Japan.

Japan's retail market for sporting goods has been growing largely due to increasing health consciousness among Japanese consumers. By forming this new joint venture, AEON will work on integration of SSU's know-how on development and operation of Sports EC platforms and AEON's procurement capability and logistics network in order to pursue further digitalization of various sports business in Japan. The new company will offer the right services and satisfying line of products to those who love sports.

AEON SIGNA Sports United Co., Ltd. will start to offer the following three services in sequence from June 1, 2020 (Monday).

- (1) "*Outfitter*" the first service in Japan which enables customers to order and buy custom uniforms with their favorite logos
- (2) "*Tennis-Point*", services for tennis fan (scheduled to launch in early July)
- (3) "*Probikeshop*" an online store for cycling sports goods (scheduled to launch in late July)

We strive to contribute to development of sports fan communities and improvement of the health of customers by connecting more sports players through our services.

AEON will continue to maximize the customer satisfaction by creating a comfortable shopping environment, cooperating with various domestic and foreign partners to accumulate the global level IT infrastructure.

#### **<Overview of SIGNA Sports United GmbH>**

SIGNA Sports United is continental Europe's leading sports E-commerce platform, operating around 80 webshops in 17 countries. By leveraging its strengths such as automated logistic systems, and AI driven optimal pricing know-how, and offering of personally customized wear, SSU has earned high praise from its customers, as measured by its superior net promoter scores, and is high growth company in higher growth categories.

## <Overview of AEON SIGNA Sports United Co.,Ltd.>



Company Name : AEON SIGNA Sports United Co., Ltd.  
Date of establishment : January 10, 2020  
Location of Headquarter : 1-7 Nihonbashi Odema cho, Chuo-ku, Tokyo  
Representative : Naoya Okada (concurrently serves as CEO of Bio c' Bon Japon Co., Ltd.)  
Main business : Operation of various sports EC and community sites, and application  
Capital Contribution Ratio : Aeon Co., Ltd. 50%, SIGNA Sports United GmbH 50%  
URL : <https://www.aeonsigna-sportsunited.co.jp>

## <Service Overview>



Offering services mainly through "Outfitter" which is Japan's first sponsored custom uniforms, we strive to create a bond between community sports and business in order to contribute to development of local economy and the health of customers.



We strive to promote the tennis community and improve the health of our customers by creating better environment for playing tennis with "Tennis-Point" which offers services to tennis fan community.



With "Probikeshop", our online cycle sports goods store, we strive to make consumers more familiar with cycle sports in order to promote cyclists' community and improve the health of our customers.