

November 12, 2018

Nippon Steel & Sumikin Bussan Corporation

Investment in SYMBOL Co., Ltd.

The following is notice that Nippon Steel & Sumikin Bussan Corporation (hereafter referred to as “NSSB”; head office: Minato-ku, Tokyo; president: Yasumitsu Saeki) has invested in SYMBOL Co., Ltd. (hereafter referred to as “SYMBOL”; headquarters: Chiyoda-ku, Tokyo; president: Kenichi Imai) by a third-party allotment of new shares. The purpose of this investment is the construction of an integrated supply chain model utilizing IT technologies for apparel business.

SYMBOL is a company with strengths that include development of 3D scanning and real size virtual fitting systems for the apparel and fitness industries, and development of human body and body-type sizing algorithm databases utilizing a size cloud system and AI. It has already introduced these systems at top industry companies including major sports brands and major fitness clubs.

NSSB possesses advanced expertise of everything from manufacturing to logistics that it has accumulated through its many years of OEM/ODM* production. Through this investment, we will combine the SYMBOL IT technologies used in the planning stages of apparel products with the expertise and textile industry network of NSSB to construct a new supply chain model and establish a strong position in the industry.

* OEM: Original Equipment Manufacturing /ODM: Original Design Manufacturing

Details of investment

- Investment target company : SYMBOL Co., Ltd.
- Investment method : Private placement of new shares
- Payment date : October 2018

Overview of investment target company

- Name : SYMBOL Co., Ltd.
- Location : 1-6-1 Otemachi, Chiyoda-ku, Tokyo
- President : Kenichi Imai
- Established : December 2016

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