



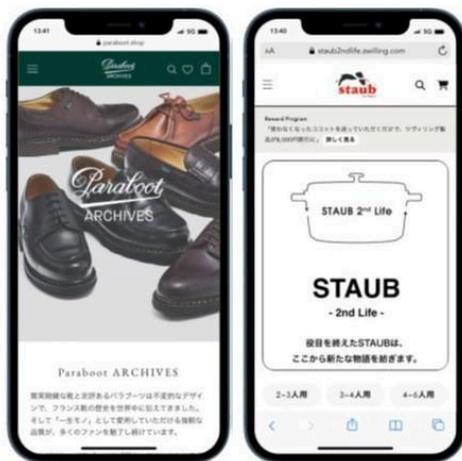
NEWS RELEASE

March 17, 2026

Yamato Holdings Co., Ltd.

Made Additional Investment in Free Standard Inc., a Leader in the Circular Economy for Fashion Industry and Other Brands

Yamato Holdings Co., Ltd. (Head Office: Chuo-ku, Tokyo; Representative Director and President: Yutaka Nagao), through the KURONEKO Innovation Fund (hereinafter "KIF ") (Operator: Global Brain Corporation), has made an additional investment in Free Standard Inc. (Head Office: Shibuya-ku, Tokyo; Chief Executive Officer: Takao Harimoto), which is working to build a circular economy for brands in the fashion industry and other areas.



Left: Free Standard-built official brand reuse websites

Right: ReLIKE, a reuse store for official brand products

Free Standard is a startup with the mission to create a new "free standard" of consumption, offering a re-commerce operating system called "Retailor" that provides one-stop support from the collection to the sale of reused official brand apparel and other products. Retailor is

a solution that differs from traditional re-commerce markets like flea market sites, enabling the purchase and sale of official reused brand products. For brands, this makes new touchpoints available with customers without compromising brand value, providing consumers with a safe and high-quality customer experience. Free Standard has established a system to collect, maintain, and sell reused products through various channels such as unique brand e-commerce sites and stores, and is steadily building a track record, including contracts with multiple well-known brands.

As part of its efforts to establish new sales channels in the re-commerce market, Free Standard opened the ReLIKE official brand reuse store in Shibuya, Tokyo in April 2025.

KIF, resonating with Free Standard's vision and execution ability, has invested in Free Standard from its founding stage after extensive discussions aimed at improving the efficiency of the logistics model and co-creation in the re-commerce market. Now, KIF has decided to make additional investments in recognition of Free Standard's unique ability to build up operations tailored to each brand's challenges and its contribution to the realization of a circular society. Through this investment, KIF will actively support the use of Free Standard's solutions by more brands, aiming for it to become a leading force in the re-commerce market.

■ Looking Ahead

In the brand-led re-commerce market, a promising growth market, Free Standard and the Yamato Group will help bring about a sustainable society by combining the logistics expertise that the Yamato Group has cultivated across the entire supply chain—from product collection to inspection, packaging, storage, information management, and sales—with Free Standard's knowledge in creating circular markets, and by jointly building an optimal logistics model specialized for the re-commerce market.

■ About Free Standard Inc.

Established: August 7, 2020

Headquarters: 1-19-9 Dogenzaka, Shibuya-ku, Tokyo

Chief Executive Officer: Takao Harimoto

Business lines: Provides the Retailor solution, which enables brand manufacturers (the primary producers of consumer goods), to implement a circular economy on their own

Website URL: <https://freestandard.co.jp/>



Free Standard

Contact

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Reference

Press release:

Invested in Free Standard Inc., Provider of Retailor, a Solution Enabling All Brands to Self-Create a Circular Economy (July 7, 2022)

URL : https://www.yamato-hd.co.jp/news/2022/newsrelease_20220707_1.html

KURONEKO Innovation Fund website

URL : <https://www.kuroneko-v.com/en/>



**KURONEKO
Innovation Fund**