



WEGO Business Briefing Session
July 30, 2026 WEGO Co., Ltd.

Business Briefing Session



FY2030 Net Sales Targets



FY2030 Business Strategy

FY2030 Net Sales (WEGO Co., Ltd. Internal Targets)

Unit: ¥ million	FY2026	FY2030
Net Sales	35,514	50,000
Domestic Total	32,951	40,000
Overseas Total	2,563	10,000

Overseas Breakdown

Chaina	2,298	7,000
Taiwan	265	3,000

The Company targets FY2030 net sales of ¥50.0 billion (Domestic ¥40.0 billion, Overseas ¥10.0 billion)

Note: Given the strong initial performance in Taiwan, the country-by-country breakdown of overseas net sales is currently under review.

Note: The FY2030 net sales target of ¥50.0 billion is an internal target and differs from the ¥45.0 billion target stated in ONWARD VISION 2030.

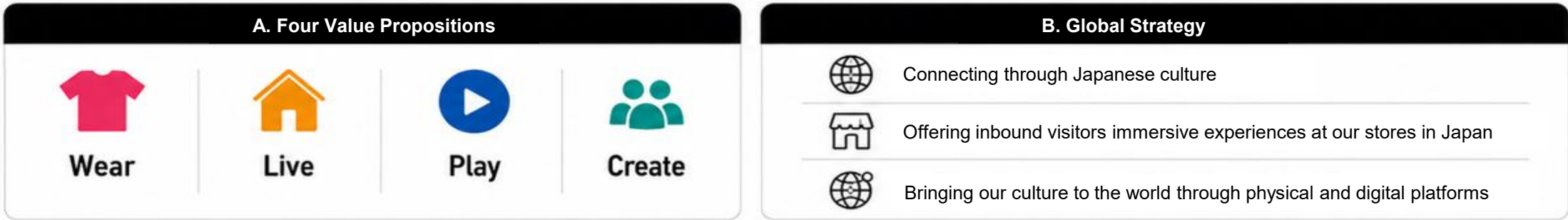
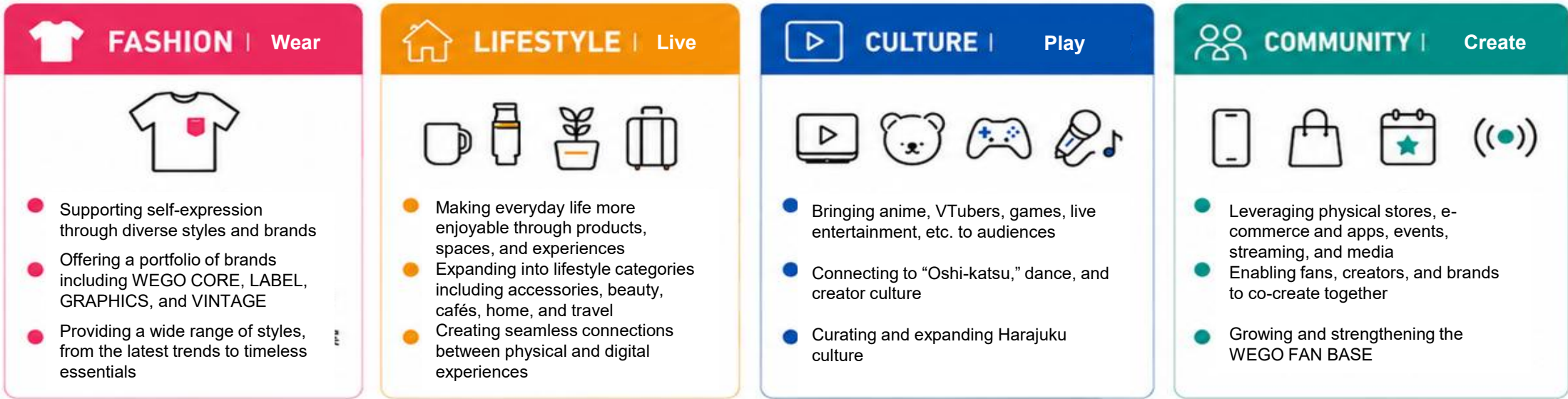
Business Strategy: VISION 2030

WEGO Brand Architecture 2030

From Harajuku to the World: Becoming a company that curates experiences connecting fashion, lifestyle, and culture through passion

PURPOSE

Bringing Freedom and Connection to Every Passion.
Creating spaces where people can express their individuality and continuously shaping new cultures.



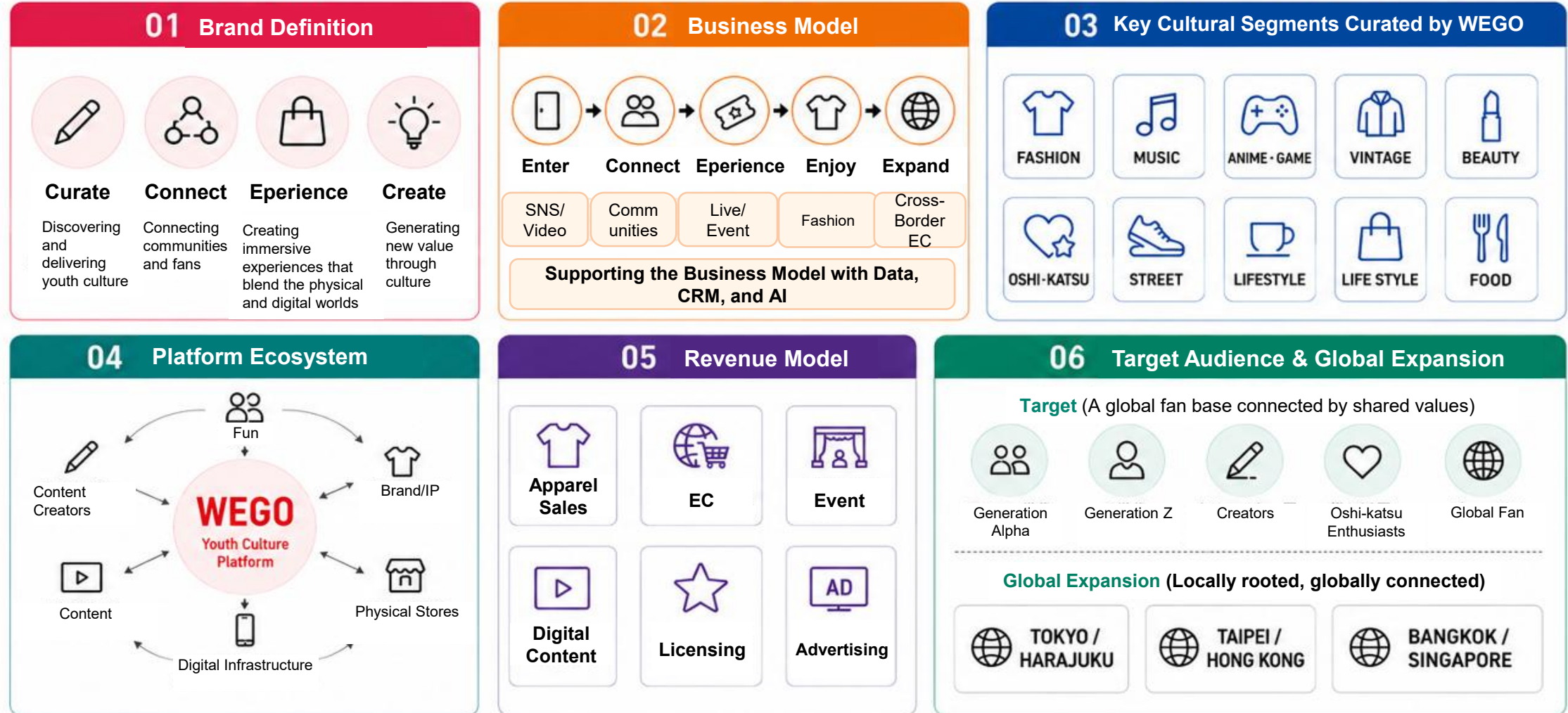
★ **WEGO: From a fashion gateway to an experience curator connecting lifestyle and culture**

What Is WEGO?

WEGO is a cultural platform that **curates** passions into **connections** and **experiences**.



WEGO is more than a fashion retailer. We curate and deliver youth culture to the world.
Through fashion, media, events, communities, digital platforms, and IP, we create spaces where people with shared passions can connect.



★ WEGO is a crossroads of culture, where every passion comes together to create the future.

The Value WEGO Delivers

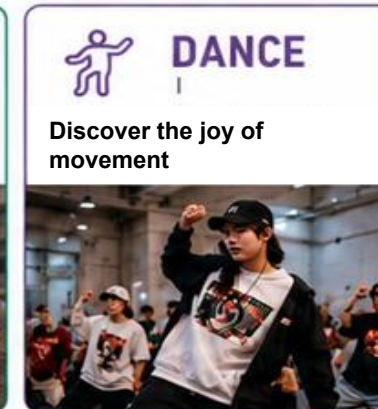
Creating More Moments That Move People

YOUR INSPIRATION, OUR STAGE.

WEGO supports everyone's passions, continually creating moments that brighten people's hearts.

By enabling people to enjoy and connect through live entertainment, movies, anime, urban culture, dance, events, and communities, WEGO creates meaningful experiences.

This is the value WEGO delivers.



Moments that brighten people's hearts = Experiences that connect self-expression



The WEGO Experience Platform



Products



Event



Content



Community



Service

Three Core Capabilities



Create

Create inspiring spaces and content.



Connect

Connect people, cultures, and brands to build communities.



Express

Express passions into products, services, and events.



WEGO creates a future where people can express what they love more freely and enjoy it more fully.

WEGO 2030 BRAND GROWTH STRATEGY

To become a lifestyle company that connects diverse brands and channels, bringing every passion to life.



★ By connecting all brands, content, and channels, we will continue to support the lifestyles of people around the world, driven by their passions.

WEGO 2030 Brand Architecture

WEGO.jp-centered brand structure linking physical store network and communities



Business Strategy: Overseas Store Expansion

Shanghai Store Location (Huaihai Middle Road / 淮海中路)

Huaihai Middle Road is one of Shanghai's premier shopping districts, often compared to Tokyo's Ginza and Omotesando. Lined with luxury boutiques, department stores, and restaurants, it hosts flagship and first-entry stores of global brands including Hermès, Tiffany & Co., and Cartier.



Taiwan Store Location (Taipei, Zhongshan District)



- MRT Zhongshan Station: Located just one stop from Taipei Main Station and a popular destination for both locals and Japanese visitors
- Ranked No. 1 in Taipei City by commercial transaction value in H1 2025
- One of the top five MRT stations in Taipei by passenger traffic
- Home to major commercial facilities, including Shin Kong Mitsukoshi and Eslite Spectrum Nanxi
- A rapidly growing retail district attracting flagship stores and new openings from brands such as SHIRO and Michael Kors

Taiwan Store Location (Taipei, Zhongshan District)

Major Cities and Their Locations



台北市 (Taipei)

Potential
Store
Locations: 11



台中市 (Taichung)

Potential
Store
Locations: 6



新北市 (shinpei)

Potential
Store
Locations: 6



台南市 (Tainan)

Potential
Store
Locations: 0



高雄市 (Kaohsiung)

Potential
Store
Locations: 5

Total Potential Store Locations Across Major Cities: 28

Business Strategy: WELABO

Transforming Youth Touchpoints into Business Growth.

WEGO's unique marketing platform leverages communities, influence, and youth insights to create new markets and co-creation opportunities.

01 Unique Assets

Build media and communities around youth interests and subcultures

700K+

Total followers

10K+

Annual content volume

500M+

Annual Reach

500K

Annual Survey Responses

Three core capabilities

- **Support for corporate communication and engagement with youth**
- **Social media communication and data utilization**
- **New market development driven by marketing insights**

Connecting to events, content, products, and collaborations

02 Last Fiscal Year Achievements

Transforming youth insights into external value through B2B co-creation

Company A	Brand lift research
Company B	Collaboration
Company C	Social media research
Company D	"Oshi-katsu" sweets development
Company E	Event launch
Company F	Nagasaki city promotion
Company G	Artist promotion

Extending our implementation scope across research, PR, products, and events

03 Accelerating Business Development from This Fiscal Year Onward

Focus areas: From one-off projects to sustainable businesses

DANCE

Kids dancewear development / Contest management

IP

Launch of IP business

OSHI

Expansion of male "Oshi-katsu" market

BRAND

Launch of women's brand

CONSULT

Consulting for the IP Business Division of a major television broadcaster

PR

Support for Onward Corporate Design

Future business contributions

Sponsorship growth

Accelerating product development

Strengthening customer acquisition assets

Connecting communities, social media influence, and youth data to sponsorships, products, and consulting services to expand revenue opportunities

Future business contributions: Sponsorship growth / Accelerating product development / Strengthening customer acquisition assets

*Extending our implementation scope across research, PR, products, and events