

October 1, 2026
2nd RETAILING Co., Ltd.

**Today, GEO HOLDINGS CORPORATION Renamed “2nd RETAILING Co., Ltd.”
to Represent Its Business Vision to Expand Business
in the Secondary Logistics Market Including Reuse
New Corporate Philosophy Formulated to Aim for a Global Visionary Company**

2nd RETAILING Co., Ltd. (Head Office: Naka Ward, Nagoya, Aichi; Representative Director President Operating Officer / CEO: Yuzo Endo) is pleased to announce that it has changed its name from GEO HOLDINGS CORPORATION to 2nd RETAILING Co., Ltd. on October 1, 2026.

The new company name embodies our intent to offer our customers more choice in their everyday lives by expanding our business in the secondary logistics market that includes reuse, digital content, off-price stores, and rental. By renaming the company in line with the direction and current and future outlook of our business, we aim to further increase our corporate value.

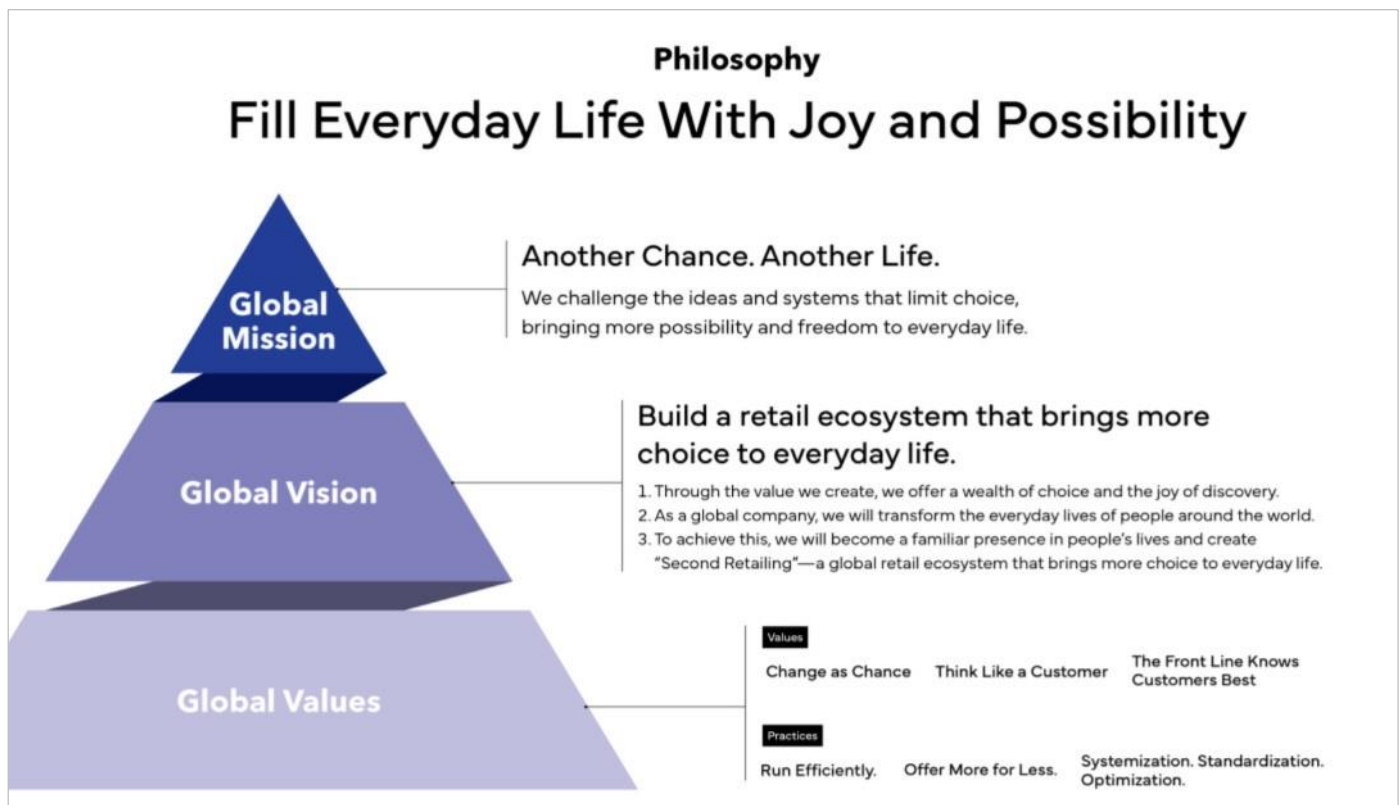


■Formulation of New Corporate Philosophy

Instead of simply becoming a multinational corporation with stores in many countries, we have decided to formulate a new corporate philosophy as we aim to become a “global visionary company” that provides people over the world with more varied choices.

Bringing joy to the everyday lives of our customers around the world remains the foundation of our mission. With our new company name, we aim to transform from a major name in the domestic reuse market to a global visionary company that strives to bring joy to the lives of people around the world by building a logistics network that increases everyday choices via reuse and other options. Our corporate philosophy defines our unwavering commitment to a new mission, vision, and values for conveying information to all our stakeholders, including our customers, investors, and employees.

With this new corporate philosophy, we will bring joy to the everyday lives of people around the world as we expand into the global secondary logistics market, with the goal of having 5,000 stores around the world by the fiscal year ending March 2036.



■ **Message from Yuzo Endo**
Representative Director President Operating Officer

Fill Everyday Life With Joy and Possibility
Another Chance. Another Life.

The name "2nd RETAILING" reflects the world that we aim to achieve.

So, what kind of world is that?

Well, it's a world where the untapped potential of all people and physical objects is released, to give everyone more choices and allow them to live with greater enrichment.

What do we mean by "enrichment?"

Since the dawn of history, enrichment has meant an abundance of physical possessions. However, we believe that it can mean more. Surely there is a way to achieve enrichment without buying ever an ever-increasing number of things?

We believe that enrichment can mean an abundance of choice, rather than simply an abundance of physical possessions. And instead of a world where only some people have an abundance of choice, what if everyone could?

This is why we aim to fill everyday life with joy and possibility for people around the world by creating value — the difference between satisfaction achieved and price paid. To achieve this goal, we aim to expand our business globally and become familiar to people around the world as we create 2nd RETAILING, a new retailing paradigm that increases everyday choices.

I will never forget what a regular customer told me once when I was working at a store after just joining the Company. After we became familiar, they said “thank you” to me. I truly believe that our job is to continue providing our customers with more choices in their everyday lives.

Another Chance. Another Life.

The more choices that people have, the more varied lifestyles they can discover, and the more they can discover who they truly are. The same applies to 2nd RETAILING. Based on our belief of Change as Chance, we constantly challenge global norms to make the everyday lives of our customers richer and freer.

2nd RETAILING Co., Ltd.
Representative Director President Operating Officer
Yuzo Endo

■New Corporate Website

We have taken this opportunity to launch the new 2nd RETAILING corporate website. The website features a new “2nd RETAILING Topics” section showcasing our various initiatives in order to strengthen our connections with society and our stakeholders.

URL: <https://2nd-rtl.com/en/>

■Group Companies Renamed

On October 1, 2026, group companies Aozora Small amount Short-term Insurance Co., Ltd., GEO NETWORKS CORPORATION, and GEO System Solutions Vietnam Co., Ltd. were renamed as indicated below.

1. 2nd RETAILING Small Amount and Short Term Insurance Co., Ltd.
(formerly Aozora Small amount Short-term Insurance Co., Ltd.)
2. 2nd RETAILING TECHNOLOGIES Co., Ltd.
(formerly GEO NETWORKS CORPORATION)
3. 2nd RETAILING TECHNOLOGIES VIETNAM Co., Ltd.
(formerly GEO System Solutions Vietnam Co., Ltd.)

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For press or media inquiries, please contact us as indicated below.

2nd RETAILING Co., Ltd.

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