

For Immediate Release

March 25, 2026

Notice of Capital and Business Alliance

Honest Co., Ltd.
MAKIJIDOSHA KOGYO Co., Ltd.
KSS Co., Ltd.

As of March 25th, 2026, “Honest Co., Ltd.”, the parent company of “MAKIJIDOSHA KOGYO Co., Ltd.” and “KSS Co., Ltd.” has entered a capital and business alliance with “AUX Mobility Inc.” (hereinafter referred to as "AUX"), which operates accident vehicle auctions, thereby becoming sister companies.

AUX has “Ant Capital Partners Co., Ltd.” and “SOMPO Light Vortex Inc. a digital business subsidiary of SOMPO Holdings, Inc.,” as its shareholders, and through this capital and business alliance, our company will also welcome both companies as shareholders.

Please note that while there will be changes to the outside directors and auditors within the Honest Group, there will be no changes to the executive management structure, including the President and CEO.

###