



To whom it may concern

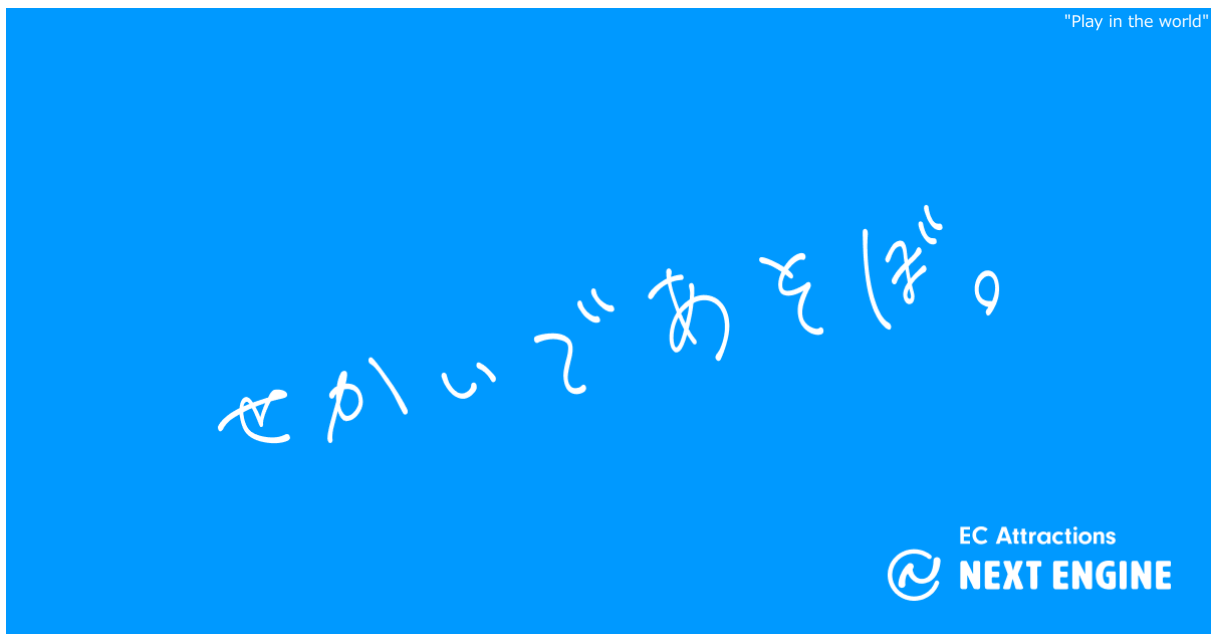
June 4,2024
Hamee Corp.
(Securities Code: 3134)
President and CEO: Ikuhiro Mizushima

Notice of having deepened service concept of Next Engine and renewed its service website.

NE Inc.(Head Office: Odawara City, Kanagawa Prefecture; President and CEO: Noriyoshi Higo), 100% consolidated subsidiary of Hamee Corp., announced that it will provide comprehensive support for the resolution of all difficulties and limitations of EC businesses in order to realize the concept "Play in the world" of the SaaS type EC Attractions service "Next Engine." So we announce it as shown in the attached appendix.

Notice of having deepened service concept of Next Engine and renewed its service website.

~ To realize the concept "Play in the world," providing comprehensive support for the resolution of all difficulties and limitations of EC businesses~



NE Inc.(Head Office: Odawara City, Kanagawa Prefecture; President and CEO: Noriyoshi Higo), 100% consolidated subsidiary of Hamee Corp., announced that it aims to resolve all difficulties and limitations of EC businesses in order to realize the concept "Play in the world" of the SaaS type EC Attractions service "Next Engine."

What is the Next Engine "Play in the world"?

NE has set "Frenzy into Commerce" for its corporate purpose. "Play in the world" in Next Engine service concept is one of the elements that make up the purpose.

In 2021, the term "Play in the world" advocated a world-view in which people involved in EC businesses can be enthusiastic about commerce, such as children, and a desirable Next Engine for bringing such a state to work.

Over the past few years, the surrounding environment for EC businesses has changed dramatically. Various difficulties are weighing heavily on EC businesses, such as increased difficulty in inventory control due to supply chain disruptions, increased delivery costs due to logistics crises, and heightened awareness of sustainability, as represented by SDGs.

We have worked to improve the value we provide, including business integration with consulting services, building a platform for utilizing big data for over 6,000 EC businesses, and adding and expanding features to meet clients' needs, such as multiple warehouse functionality, so that we can face the pressures of these changing business environments together and achieve sustainable growth together.

In addition, as METI described it as the "2025 cliff," the difficulty of DX and the uncertainty of cost-effectiveness have come to be realized from daily feedback from EC businesses. We feel that the roles and expectations of Next Engines at EC businesses will become even greater.

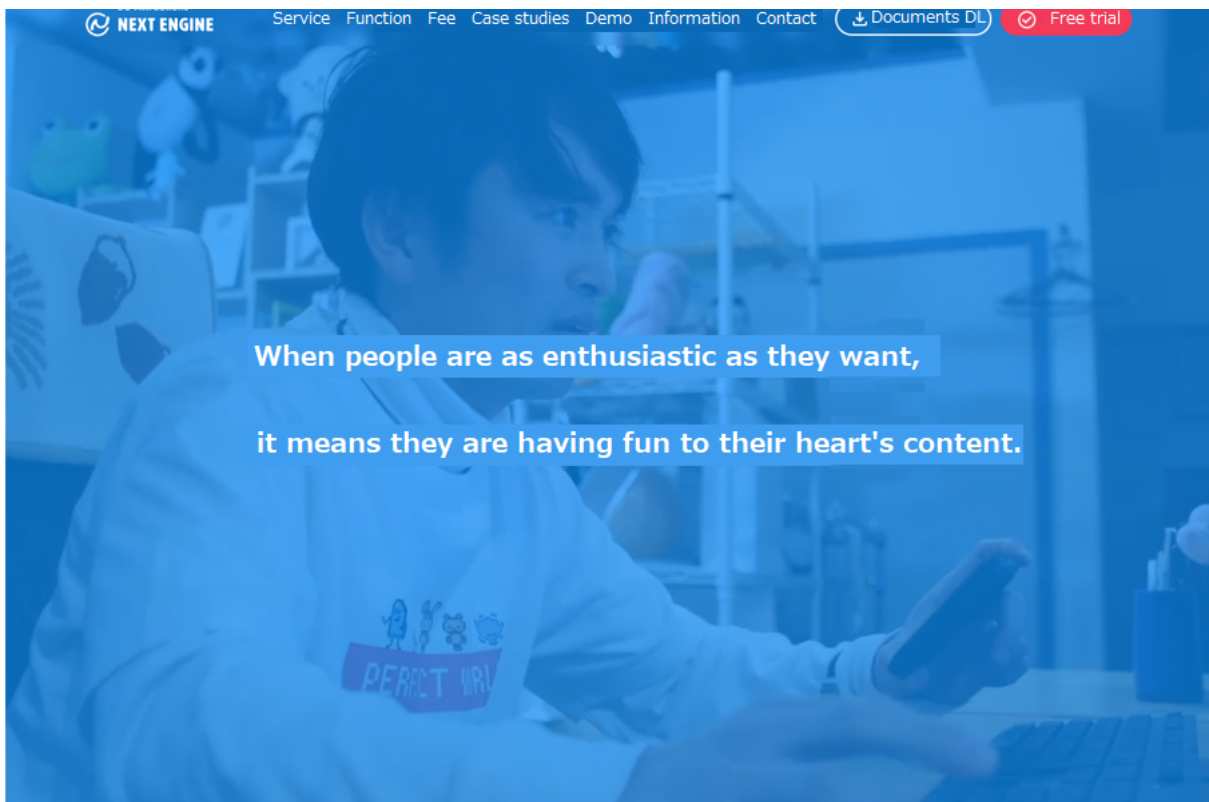
Accordingly, we will not only evolve the value we provide more than ever before, but also reiterate our commitment to further evolve Next Engine so that we can cope with the environmental changes surrounding EC businesses together.

Outlook for Next Engine

NE has long provided and expanded solutions to support the entire EC. Currently, we are able to support EC businesses with Next Engine, consulting and data, whether in the back-end or front-end areas.

In the future, we will combine these several solutions more seamlessly and provide them as more inclusive services to provide effective and abundant value to EC businesses. In addition, we will also strengthen the links between the services we provide from NE, such as "encer mall", our recently announced wholesale marketplace.

At the forefront of this effort, we have renewed Next Engine service website to create even more enthusiasm and reflect the deepening nature of "Play in the world," to helping EC businesses resolve their difficulties and lift restrictions.



<https://next-engine.net/>

[Outline of Next Engine]

- URL : <https://next-engine.net/>
- System born from the frontline of its own Internet shop operations
- Consolidate functions required for online shops, such as orders, ordering, purchasing, inventory, and analysis
- Registered shops are 49,311
(Listed companies as of January 31, 2024 including shops that have won the Rakuten shop of the Year Award)
- Functions can be expanded with the "Next Engine App" for purchasing additional required options
- Providing a platform for creating and selling apps linked to "Next Engine"

[Outline of NE Inc.]

Company : NE Inc.

Representative : Noriyoshi Higo President and CEO

Address : 6F Katsumata Gumi Bldg, 1-6-4, Sakae-cho, Odawara City, Kanagawa Prefecture,
250-0011 Japan

Incorporation : May 2, 2022

Parent company: Hamee Corp.(100%)

Business : EC support, SaaS business and Consulting business

Business Website: <https://ne-inc.jp>

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