

To whom it may concern

August 27,2025

Hamee Corp.

(Securities Code: 3134)

President and CEO: Ikuhiro Mizushima

Notice of NE Inc. to provide system integration between "Next Engine," a Service Used by Over 6,500 clients, and TikTok Shop, Starting in late August 2025

~To TikTok Shop's official partner "TikTok Shop Partner(TSP)" Certification. Comprehensive support for EC operators to maximize sales and grow~

NE Inc.(Head Office: Yokohama City, Kanagawa Prefecture; President and CEO: Noriyoshi Higo), 100% consolidated subsidiary of Hamee Corp. (Head Office: Odawara City, Kanagawa Prefecture; President and CEO: Ikuhiro Mizushima, Securities Code: TSE Standard Market 3134), announces that it is developing a system-based linkage between the cloud (SaaS) EC Attractions "Next Engine" and EC function "TikTok Shop" that enables customers to buy from the sale of products within the app of the short-movie platform "TikTok", with the aim of starting the system-linkage at the end of August 2025. In addition, we are informed that we have been certified as a TikTok Shop official partner, "TikTok Shop Partner (TSP)." So we announce it as shown in the attached appendix.

August 27, 2025
NE Inc.

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TikTok Shop and Next Engine Launch System Integration!

**Certified as an Official
"TikTok Shop Partner"**



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■ Outline of TikTok Shop

TikTok Shop is EC function embedded in “TikTok”, a popular short-movie platform around the world. Users can encounter products while viewing video content and purchase them directly in the app. Unlike the traditional "search and buy" EC, this is characterized by a new purchasing experience, "Discovery e-commerce", which starts with "discovery."

The full-scale launch of TikTok Shop in Japan on June 30, 2025, is the driving force behind the social commerce market, which is expected to grow globally to \$6.2 trillion by 2030. (Source: [ResearchAndMarkets.com "Global Social Commerce Market Trends and Analysis Report 2022"](#)). Because of its strong affinity with short videos and live distribution, it is attracting attention as a new channel for EC operators to expand sales and improve brand awareness.

■ Background of system linkage with Next Engine

Next Engine has been introduced to more than 6,500 EC operators, and we have cultivated our track record and know-how through collaboration with a diverse range of EC malls. As a result of the accumulation of such confidence, we received many requests for system-linkage from clients in NE's businesses, and we have continued discussions with TikTok Shop.

As a result, NEXT Engine's track record and know-how were highly evaluated, which led to the decision to develop the system linkage this time and the subsequent official partner certification.

■ Characteristics of TikTok Shop support services

We believe that EC businesses that take on the challenge of new channels will face the following challenges, particularly in TikTok Shop that require video content.

1. Increased burden of operations

Backyard operations such as order receipt and inventory management with the addition of new channels are becoming more complicated, and resources are insufficient.

2. Lack of expertise in video content management

There is no or insufficient video production or live distribution experience to attract users.

To solve these issues, NE provides comprehensive support through the following two services.

1. Improve back-end efficiency by linking systems with Next Engine

- Improve operational efficiency by linking orders and inventories

By linking TikTok Shop with the Next Engine, we will be able to automatically synchronize order and inventory data. In the future, we will also be able to handle product management functions and will improve the efficiency of a series of backyard operations, from product exposure to order processing, inventory and warehouse linkages, and shipping operations.

- Optimize the entire EC business

By centrally managing data on multiple channels with Next Engine, we can reduce the operational load and achieve sales maximization and overall optimization.

2. Strengthen the front-end through TikTok Shop management consulting

- Comprehensive support for everything from attracting customers to content production and operational improvement

We will provide consistent support for all phases of operations, from designing to attract customers (influencer selection and advertising management) to video content production (planning, filming and editing), LIVE distribution support, and analyzing and improving effectiveness.

For details, please refer to the URL below.

<https://consulting.ne-inc.jp/tiktok-shop>



■ Comments from both companies

TikTok Shop Japan General Manager Carlos Qiu

I am pleased to realize the API link between Next Engine and TikTok Shop.

Next Engine is a top-class order management system used by many EC operators in Japan. This collaboration will enable businesses using this system to operate their sales in TikTok Shop more smoothly and efficiently than ever before, while centralizing inventory management, order processing, and shipping arrangements.

We are confident that this partnership will bring new vitality to the Japanese EC marketplace and strongly support the challenges and successes of many businesses.

Noriyoshi Higo President and CEO, NE Inc.

I am pleased to have been certified as a system-linkage TikTok Shop and as a "TikTok Shop Partner (TSP)."

Next Engine has supported the challenges and growth of numerous EC operators to date.

Through this collaboration, businesses will be able to enter the new growing marketplace of TikTok Shop quickly and with peace of mind, while centralizing back-end operations.

We at NE are committed to providing comprehensive support for everything from the front to the back end, based on the spirit of "Frenzy into Commerce." We will continue to accompany these efforts so that businesses can expand new possibilities.

■ [Limited time] TikTok Shop| Commemorative campaign for linkage with Next Engine

To commemorate the start of system linkage between TikTok Shop and Next Engine (scheduled for the end of August 2025), we will conduct the following upfront guidance campaigns.

Period covered: until Tuesday, September 30, 2025

Target conditions: EC operators newly contracted for Next Engine within the period

Benefit Content:

- No charge until the end of November at the latest for system usage fees for Next Engine
- JPY20,000 will be presented as a donation of support.

For details, please refer to the URL below.

https://next-engine.net/lp/campaign/ttsCP_202508

Take this opportunity to seize new business opportunities in TikTok Shop and use them to expand sales.

■ Future Outlook

NE will establish a support system by entering TikTok Shop of EC operators through this system linkage and official partner-certification.

We will respond flexibly to changes in a diverse range of commerce, including social commerce, and aim to realize NE's purpose of "enthusiasm for commerce" while continuing to support as many EC businesses as possible to grasp future growth opportunities.

■ Outline of Next Engine

Next Engine is a cloud (SaaS) type EC platform for EC businesses. We will provide support for efficient operations by centralizing the operations necessary for online shop operations, including order receipt, ordering, purchasing, inventory management, management of product information, and analysis.

The main features are as follows.

- Integrate functions required for online shops, such as order receipt, inventory and management of product information, and analysis.
- The number of malls available is the largest in the industry, with more than 50 malls.
- Flexible enhancements through the Next Engine Apps.
- Provides a development and sales platform for Next Engine Apps.
- Number of clients: 6,570 (as of April 30, 2025, chosen by companies in a wide range of industries and sizes.)

Next Engine will continue to support the growth of EC businesses and work to further improve our services.

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

■ Outline of NE Inc.

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Representative	Noriyoshi Higo President and CEO
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Incorporation	May 2, 2022
Parent company	Hamee Corp. (100%)
Business	EC support, SaaS business, regional revitalization and local government support business and Consulting business
Website	https://ne-inc.jp

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