

2025.07.14 Notice Regarding Agreement to Transfer Shares of DAYTONA INTERNATIONAL Co., Ltd.

We are pleased to announce that Unison Capital Partners V, LPS and Unison Capital Partners V(J), L.P. (collectively, “Unison”) have entered into a share transfer agreement (the “Agreement”) with TSI Holdings Co., Ltd. (“TSI”) with respect to the transfer of all outstanding shares of DAYTONA INTERNATIONAL Co., Ltd. (“DAYTONA”) held by Unison. The share transfer pursuant to the Agreement is planned for September 2, 2025, subject to regulatory approvals and satisfaction of customary closing conditions.

Founded in 1986, DAYTONA operates a specialty apparel retail business engaged in product planning and sale of a wide range of lifestyle products through its network of 64 directly operated stores nationwide, as well as e-commerce channels. DAYTONA's uniquely positioned brands have garnered strong support and loyalty from its customer base, primarily through its flagship business “FREAK’S STORE” and its in-house e-commerce platform “DAYTONA PARK.” Since investing in DAYTONA in April 2021, Unison has taken initiative to strengthen the company’s foundation and drive growth through initiatives including the promotion of its OMO (Online Merges with Offline) strategy.

With the support of its new shareholder, we are confident that DAYTONA will further expand its business, reaching new heights by leveraging TSI’s extensive network and resources.

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