

April 30, 2025

To members of the press

IR & Group Communication Promotion Office,
World Co., Ltd.

RAGTAG, a Provider of Selected Secondhand Items First Overseas Store to Open in July at One Bangkok, Thailand Leveraging Expertise in the Resale Business for the Global Expansion

In July 2025, "RAGTAG," a provider of selected secondhand items, will open its first overseas store at One Bangkok, a new large-scale commercial facility in the heart of Bangkok, Thailand. The company responsible for the operation is WORLD SAHA (THAILAND) CO., LTD., a joint venture established in January of this year with the SAHA GROUP, a major corporate group in Thailand, for the purpose of growing the "RAGTAG" business. Starting with this store opening, we will begin opening "RAGTAG" stores in Thailand, and as we capture the needs of the resale market in the country, we will quickly establish a business foundation in Thailand, which is the fashion hub of the fast-growing ASEAN market.

* For the release on the establishment of the joint venture in Thailand, please visit <https://corp.world.co.jp/news/company/2024/12203/>



The store will be located on the second floor of "The Storeys," which houses many apparel and general merchandise stores within One Bangkok (images are artist renditions of the store design for reference only).

RAGTAG, operated by World Group's Tin Pan Alley CO., LTD. currently operates 24 stores in Japan and, in addition to its store operations, has been promoting OMO initiatives from early on, handling more than 5,000 brands. The resale market is also booming in Japan, and we have become a favorite of fashion-sensitive customers thanks to our process of carefully selecting high-quality designer items which gives us a unique presence in the market.

For this new expansion in Thailand, World will dispatch management personnel, while Tin Pan Alley will export products and train personnel for handling local store development, sales, and procurement know-how. In addition to logistics and other back-office operations provided by the Saha Group, the company will focus primarily on the purchase of luxury merchandise, which is particularly in high demand, and will also utilize Saha Group's network to enhance its product lineup.

To create a stylish and open space that reforms the image of resale stores, the store will be designed by ASPLUND Co., Ltd., a World Group company that specializes in the interior design of commercial facilities and luxury hotels.

In addition, we will simultaneously launch an e-commerce site, which is in high demand in Japan, and will offer a wide variety of products unique to "RAGTAG" in conjunction with its stores. Going forward, we will add a store-order function in line with the expansion of the number of store openings in Thailand and appeal to customers through apps and owned media to increase recognition both in stores and in the e-commerce market.

Overview of Local Subsidiary *World Group

Company Name	WORLD SAHA (THAILAND) CO., LTD.
Head Office	530 Soi Sathupradit 58, Bangpongpan, Yannawa, Bangkok 10120, Thailand
Incorporation Date	January 2025
Representative	Hayato Motegi
Paid-in Capital	THB 90 million (World Co., Ltd. owns 49%)
Business	Development of resale business (RAGTAG business) in Thailand

About One Bangkok

With a total site area of 172,800 square meters in Thailand's largest integrated development district in central Bangkok, the project was developed with an investment of 120 billion baht. Located at the corner of Wireless Road and Rama IV Road and directly connected to the city's rapidly expanding urban transit system, One Bangkok offers a work environment that enhances work-life quality, a shopping experience, luxury residences, a hotel offering the highest level of hospitality, a world-class live entertainment arena, an arts and cultural presence, and 80,000 square meters of public space.

*From the One Bangkok website <https://www.onebangkok.com/en/>

About "RAGTAG" <https://ragtag-global.com/>

RAGTAG

"RAGTAG" opened its first store in Harajuku, Tokyo in 1985 and currently operates 24 stores in Japan. The company purchases 700,000 items annually by experienced buyers, and all purchased items are managed in a central warehouse, checked for authenticity and repaired before being sold. In addition to in-store sales, the OMO was also available online at an early stage, providing a fun way to select used items.



Exterior view of the flagship "RAGTAG" Harajuku store

* Reference: Pop-up held in Thailand

First "RAGTAG" pop-up store in Thailand from 3/28/2024 (Thursday) to 6/15/2024 (Saturday)
<https://corp.world.co.jp/news/brand/2024/8330/>

After holding a pop-up last spring, we were able to identify the best-selling brands, price ranges, and sizes in the Thai market. We also confirmed that the level of customer service, in which "RAGTAG" excels, is not different from the needs of the Japanese domestic market. Additionally, the response on social media and Instagram Live have been positive, and we can expect these online and OMO operations to boost sales as they have in Japan. Furthermore, we are also looking to sell our products not only to locals, but also to tourists visiting Thailand.

For more information, please contact:

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*Previous releases are available on our website.

Homepage URL <https://corp.world.co.jp/english/>