

## ◆ Corporate profile



|                                                     |                                                                                          |
|-----------------------------------------------------|------------------------------------------------------------------------------------------|
| BUSINESS NUMBER                                     |                                                                                          |
| COMPANY NAME(JAPANESE)                              | 有限会社グリーンバレー                                                                              |
| COMPANY NAME                                        | Green Valley Co., Ltd.                                                                   |
| YEAR OF ESTABLISHMENT                               | 2001                                                                                     |
| TYPE OF INDUSTRY                                    | Leather manufacturing and sales                                                          |
| MAIN PRODUCT                                        | Leather wallet / leather accessory                                                       |
| POST CODE                                           | 996-0053                                                                                 |
| COMPANY ADDRESS                                     | 711-112 Fukuda, Fukuda, Shinjo City, Yamagata, Japan                                     |
| REPRESENTATIVE                                      | Futoshi Ogawa                                                                            |
| TEL                                                 | +81-(0)233-23-1331                                                                       |
| FAX                                                 | +81-(0)233-23-2858                                                                       |
| URL                                                 | <a href="https://www.greenvalley.co.jp/">https://www.greenvalley.co.jp/</a>              |
| Instagram                                           | <a href="https://www.luego.jp">luego.jp</a>                                              |
| E-commerce Website                                  | <a href="https://www.luego.jp">https://www.luego.jp</a>                                  |
| MAIN SELLING CHANNELS                               | E-commerce Website<br>Domestic EC sales<br>Main store E store,YAHOO store,Amazon,Rakuten |
| SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES | Mitsukoshi Isetan Furusato Tax Payment<br>Main store E store,YAHOO store,Amazon,Rakuten  |
| AVAILABLE LANGUAGE                                  |                                                                                          |

## ◆ EPISODE OF FOUNDATION FOUNDER'S THOUGHT

Our founder (present chairman) was a medical representative at a major pharmaceutical company. He chose to start a business in his hometown so that he could contribute to the local economy by creating year-round employment uninterrupted by the long, snowy winters of Yamagata. Our current president makes it a point to personally work at pop-up sales events (held at department stores and typically focusing on regional specialties, these events are held almost on a monthly basis somewhere in the country) because he finds it extremely enjoyable to meet and serve customers who buy the products we have designed and created. These events also provide opportunities for us to receive feedback directly from customers, even leading to new models inspired by customer ideas, which are internally referred to by the respective customer's names. Since the start of the company, manual production has characterized our products, which are designed, produced, sold, and repaired in-house. Each product is carefully handmade by artisans recruited locally. Rather than just any wallet, the company strives to offer products that users can feel increasingly attached to over time. Luego is a Spanish parting word similar to "see you later." We hope customers will appreciate the superior finish of our products, their soft feel, and handsome beauty.

## ◆ CRAFTSMAN'S THOUGHT, COMMITMENT RELATIONSHIP WITH THE COMMUNITY

The craftspeople who make LUEGO products often say that they can repair anything that they make. This is because LUEGO leather wallets and accessories are designed by the artisans themselves. Selling a product to a customer is not the end, but the start of a long, shared journey. Whenever a new product is developed, the prototypes go through a lengthy, painstaking process of trial and testing. LUEGO products require many processes of burnishing, which is a method of edge finishing, using dyes and grounds that need to be adjusted to ambient temperatures and humidity levels. Under some seasonal conditions, it is not unusual for edge treatment alone to take several days. Artisans adjust the pressure of their fingers according to the moisture content of the leather as perceived by how the leather feels on their fingertips. All steps of production except the sewing is performed manually, allowing delicate adjustments to take place as a matter of course in response to subtle changes in the leather. Typically, products arriving for repairs are scrutinized like long-lost children being reunited with their "parents," who might marvel at the excellent condition of a ten-year-old product, for instance, or admire the sheen of well-used leather.

## Product information



|                       |                             |
|-----------------------|-----------------------------|
| BRAND NAME            | LUEGO                       |
| PRODUCT NAME          | Carino slim Wallet          |
| GENERIC NAME          | Carino slim Wallet          |
| MATERIALS             | Cowhide ・ Rayon             |
| PERSON IN CHARGE      | Factory manager Konomi Itou |
| PRODUCTION AREA       | Shinjo Yamagata Japan       |
| SIZE                  | W19 cm × H9 cm × D0.5 cm    |
| WEIGHT                | 90 g                        |
| DOMESTIC RETAIL PRICE | JPY12,300 (excluding tax)   |

Slim and lightweight wallet in soft textured cowhide leather. A D-ring on the front allows you to attach your own strap. There is a hook on the top of the inside and coin pocket with a zipper on the front and back. Available in pink, yellow and dark green.



|                       |                              |
|-----------------------|------------------------------|
| BRAND NAME            | LUEGO                        |
| PRODUCT NAME          | Cordovan Tricote             |
| GENERIC NAME          | Round wallet                 |
| MATERIALS             | Horse leather ・ Goat leather |
| PERSON IN CHARGE      | Factory manager Konomi Itou  |
| PRODUCTION AREA       | Shinjo Yamagata Japan        |
| SIZE                  | W20.5cm × H9.5cm × D2cm      |
| WEIGHT                | 230g                         |
| DOMESTIC RETAIL PRICE | JPY 150,000(excluding tax)   |

This long wallet is hand-woven with Cordovan, which is made from the hindquarters of six horses. Cordovan is made by scraping the cordovan layer from the rump of a horse and is so rare and valuable that it is called the diamond of leather. This is a supreme wallet with the interior is also using Cordovan. It's a made-to-order production. It takes approximately 6 weeks from receipt of order.



|                       |                             |
|-----------------------|-----------------------------|
| BRAND NAME            | LUEGO                       |
| PRODUCT NAME          | URIBOU Neu                  |
| GENERIC NAME          | Holding wallet              |
| MATERIALS             | Cowhide ・ Rayon             |
| PERSON IN CHARGE      | Factory manager Konomi Itou |
| PRODUCTION AREA       | Shinjo Yamagata Japan       |
| SIZE                  | W11cm × H9.5cm × D2.5cm     |
| WEIGHT                | 80g                         |
| DOMESTIC RETAIL PRICE | JPY 17,500(excluding tax)   |

Original cowhide leather embossed with a three-dimensional pattern. Its characteristic is the pattern that you feel uneven when touching it by hand. Available in orange, white and blue.

## ◆ Product information



|                       |                             |
|-----------------------|-----------------------------|
| BRAND NAME            | LUEGO                       |
| PRODUCT NAME          | Jewel Ribbon                |
| GENERIC NAME          | Flap wallet                 |
| MATERIALS             | Cowhide ・ Rayon             |
| PERSON IN CHARGE      | Factory manager Konomi Itou |
| PRODUCTION AREA       | Shinjo Yamagata Japan       |
| SIZE                  | W19cm × H9cm × D2cm         |
| WEIGHT                | 140g                        |
| DOMESTIC RETAIL PRICE | JPY17,600(excluding tax)    |

Slim type women's long wallet made of cowhide leather with a subtle sheen. The ribbon is made of the same leather as the wallet for a cute finish.

Available in gold and pink.



|                       |                             |
|-----------------------|-----------------------------|
| BRAND NAME            | LUEGO                       |
| PRODUCT NAME          | Jewel mesh                  |
| GENERIC NAME          | L-shaped long wallet        |
| MATERIALS             | Cowhide ・ Rayon             |
| PERSON IN CHARGE      | Factory manager Konomi Itou |
| PRODUCTION AREA       | Shinjo Yamagata Japan       |
| SIZE                  | W20.5cm × H9.5cm × D2cm     |
| WEIGHT                | 150g                        |
| DOMESTIC RETAIL PRICE | JPY28,600(excluding tax)    |

Slim type L-shaped zipper long wallet carefully hand-woven one by one with subtle shiny cowhide leather.

The coin pocket placed in the center of the interior is an open type. ※It is designed at a height that prevents coins from spilling out even when turned upside down.

Available in gold and pink.

## ◆ Product information



|                       |                             |
|-----------------------|-----------------------------|
| BRAND NAME            | LUEGO                       |
| PRODUCT NAME          | Chicago mesh                |
| GENERIC NAME          | Smart phone case L size     |
| MATERIALS             | Tanned leather ・ Rayon      |
| PERSON IN CHARGE      | Factory manager Konomi Itou |
| PRODUCTION AREA       | Shinjo Yamagata Japan       |
| SIZE                  | W8cm × H17.5cm × D1cm       |
| WEIGHT                | 70g                         |
| DOMESTIC RETAIL PRICE | JPY29,700(excluding tax)    |

Smartphone case that can be used regardless of manufacturer or model number.

Upper slide type to be used by inserting your soft case or hard case between the leather.

Tanned leather is finished by hand weaving. The more you use it, the shinier the leather becomes, so you can enjoy its deterioration over time.

Currently only available in chocolate.



|                       |                             |
|-----------------------|-----------------------------|
| BRAND NAME            | LUEGO                       |
| PRODUCT NAME          | URIBOU Neu                  |
| GENERIC NAME          | Business card holder        |
| MATERIALS             | Cowhide                     |
| PERSON IN CHARGE      | Factory manager Konomi Itou |
| PRODUCTION AREA       | Shinjo Yamagata Japan       |
| SIZE                  | W11cm × H8cm × D1.5cm       |
| WEIGHT                | 60g                         |
| DOMESTIC RETAIL PRICE | JPY9,300(excluding tax)     |

Original cowhide leather embossed with a three-dimensional pattern.

Its characteristic is the pattern that you feel uneven when touching it by hand.

This business card holder is made entirely of leather.

Available in orange, white and blue.