

INSTINCT BROTHERS Relaunches Value Village (valuevillage.jp) with 13,778 Regional Entries Across All 47 Prefectures of Japan and a Directory of 3,626 Makers, in Five Languages

TOKYO, Oct. 14, 2026 -- INSTINCT BROTHERS Co., Ltd. ("INSTINCT BROTHERS"), the Japanese operating company of INSTINCT BIO TECHNICAL COMPANY HOLDINGS INC. (NASDAQ: BIOT) ("BIOT"), today announced the full relaunch of its website "Value Village" (<https://valuevillage.jp>). Previously an online store for Japanese skincare brands, valuevillage.jp has been expanded, at the same URL, into an information platform covering all 47 prefectures of Japan and a directory of regional makers, available in five languages. Cosmetics sales continue as one category within the site.

1. Background and Rationale

Japan received a record 42,683,600 foreign visitors in 2025, according to preliminary figures from the Japan National Tourism Organization (JNTO). Information about regional Japan, however, remains hard to find from abroad. The sources travelers rely on before departure differ by market: Japan Tourism Agency surveys show that video ranks first in Taiwan, the United States and Australia, blogs rank first in South Korea (46.5%), and social media ranks first in China. Information tends to concentrate on major cities and well-known sights, and regional shrines, crafts, industries and makers are difficult to find in a traveler's own language.

Regional "treasures" are not yet in a form that reaches overseas audiences. Across Japan there are long-established makers, specialized technologies, and festivals and food cultures. Much of this exists only as fragmentary information in Japanese, with no way for overseas travelers or businesses to search, compare and make contact in their own language.

Many inbound-media projects for municipalities and businesses are commissioned on a project-by-project basis. For a municipality or business to publish information for overseas audiences, research, writing and translation must be commissioned individually, at a cost in time and money. INSTINCT BROTHERS built Value Village as an information platform in which all 47 prefectures are written up in advance, to the same standard and in the same structure.

INSTINCT BROTHERS describes the mission of Value Village as presenting "Japan within the world" and introducing what it calls Japan's "sleeping treasures" — regional products, specialties, technologies and services — to international audiences. This relaunch consolidates the platform for that mission under the existing URL.

2. Overview of the Relaunch

Item	Details
Launch date	October 14, 2026
URL	https://valuevillage.jp (unchanged)
Languages	Japanese, English, Chinese (Simplified and Traditional), Korean
Regional entries	13,778 (shrines and sacred sites 1,467; sightseeing 698; art and museums 2,480; industry, technology and experiences 4,384; "Regional Revitalization 100" selections 4,702; prefectural guides 47)
ValueVillage Directory ("VV Meikan")	3,626 makers (food and sake, crafts, manufacturing and technology, services), with a matching interface for overseas businesses
Factory tours and experiences	536 (all 47 prefectures)
Local cuisine	618 dishes (dishes rather than restaurants; Japanese, English and Chinese)
Q&A	600 questions (five languages, published progressively)
Submission and inquiry channels	A board for questions, photos and information, and a contact window for makers
Cosmetics	Product pages, articles and reviews carried over; sales continue. Checkout is handled on Shopify (checkout.valuevillage.jp)

All entries were written in-house from public sources, with sources cited on each page. INSTINCT BROTHERS reviews photograph rights before use and verifies materials requiring confirmation before publication. No AI-generated images of real places are used.

3. Services

For inbound travelers: pre-departure research in the traveler's own language

- Each of the 47 prefectures has a cover page, with shrines and sacred sites, sightseeing, art and museums, industry and technology, and "Regional Revitalization 100" selections presented in the same structure. Beyond famous sights, makers and factory tours in each prefecture can be found through the same navigation.
- Names, summaries and key pages are displayed in English, Simplified Chinese, Traditional Chinese and Korean.
- A Q&A covering 600 topics that visitors commonly wonder about — tattoos and hot springs, tax-free shopping, waste disposal, shrine and temple etiquette — is being published progressively. Questions can be submitted through the board.

For regional makers: a doorway for overseas businesses to find them

- 3,626 makers in food and sake, crafts, and manufacturing and technology are listed in the ValueVillage Directory, searchable by field, prefecture and language.

- The directory includes a matching interface through which overseas businesses can register their company profile, business and requirements, and express interest in speaking with a maker. When interest is mutual, INSTINCT BROTHERS acts as the intermediary for introductions.
- A listing is an introduction. Trading intentions and conditions are disclosed only after confirmation with the maker. INSTINCT BROTHERS supports introductions, confirmation of conditions and coordination of contact on a case-by-case basis.
- Corrections and photo contributions are accepted through the site's contact window.

For municipalities and businesses: each prefecture is already written up

- For all 47 prefectures, INSTINCT BROTHERS has prepared a prefecture-by-prefecture summary of entries, Q&A and photo coverage, and is beginning outreach.
- Three services are planned: (1) multilingual deployment of pre-departure Q&A content; (2) delivery and maintenance of a structured regional information ledger compiled from an outside perspective; (3) campaigns to test and verify inbound demand. Scope and terms are set in individual contracts.
- Rather than commissioning research and writing from scratch, the model starts from material that is already written and proceeds to additions, updates and translation.

For overseas businesses: finding Japanese technologies, products and services

- Through the ValueVillage Directory and 4,384 entries on industry and technology, regional technologies and products can be searched by field. Inquiries from abroad are received through the site's contact window.

For cosmetics customers: unchanged

- Existing product pages, articles and reviews are carried over, and purchases are completed on the Shopify checkout as before. Of the 511 previous URLs, 510 — product pages, articles and others — open on the new site.

4. Business Model and Market

Value Village is designed to earn revenue not from travelers but from the regional side, from overseas businesses, and from cosmetics customers.

Pillar	Who pays	For what
Services for municipalities and businesses	Municipalities, DMOs, regional businesses	Multilingual deployment of pre-departure Q&A, delivery and maintenance of a structured regional information ledger, inbound-demand verification campaigns. Set per contract

Pillar	Who pays	For what
ValueVillage Directory intermediation	Overseas businesses, makers	Fees related to introductions, confirmation of conditions, coordination and, where applicable, completed transactions, as set per engagement
Cosmetics e-commerce	Customers	Sales of Japanese skincare products (existing business; checkout on Shopify)

Market size (sources: Japan Tourism Agency, JNTO)

- Inbound travel spending in Japan reached 9,454.9 billion yen in 2025 (final figures), a record, up from 8,125.7 billion yen in 2024.
- In its April 2026 Tourism Nation Promotion Basic Plan, the Japanese government set targets for 2030 of 60 million inbound visitors, 15 trillion yen in spending, and 130 million overnight stays in regional areas. Attracting visitors to regional Japan is national policy, and municipalities are expected to communicate with overseas audiences.
- Value Village's starting point in proposals to municipalities and businesses is that this regional information already exists in written form.

The figures in this section describe the size of the overall market and do not represent revenue or expected business of the BIOT group.

5. Planned Developments

- **Contributions:** A "Contributor Rank" system that accepts photos, first-hand accounts, corrections and translations from travelers and local residents, displaying approved contributors' names in five languages, is planned to be opened progressively. No monetary rewards are offered, and only photographs with clear rights are accepted.
- **Short-form video:** To address video, the leading pre-departure information source in several markets, vertical short-form videos based on the Q&A (400 produced in four languages) are planned to be published progressively after review.
- **Photo award:** An open-call program in which inbound visitors and foreign residents photograph regional Japan is in preparation. Details will be announced after review by legal and tax professionals.
- **Plans for municipalities and businesses:** Outreach to all 47 prefectures on the three services above.
- **Full English rollout:** Development of the English edition so that it can be found through search engines and AI assistants.

These are plans as of the date of this release; content and timing are subject to change. Updates will be announced as they are decided.

About the companies

INSTINCT BIO TECHNICAL COMPANY HOLDINGS INC.

Listed on NASDAQ (ticker: BIOT; listed July 24, 2026). Group founded in 2011.

Website: <https://instinct-biot.com>

INSTINCT BROTHERS Co., Ltd. (the BIOT group's Japanese operating company)

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Representative Director: Tomoki Nagano

Business: operation of the regional information site "Value Village"; intermediation between regional makers and overseas businesses; planning and sale of cosmetics

Contact

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Forward-Looking Statements

This release contains forward-looking statements within the meaning of applicable U.S. securities laws, including statements regarding planned services, future publication of content, outreach to municipalities and businesses, site functionality and business development. These statements are based on current expectations and information available as of the date of this release and involve risks and uncertainties that could cause actual results to differ materially. Except as required by law, BIOT undertakes no obligation to update forward-looking statements. This release is not an offer to sell or a solicitation of an offer to buy any securities. Statistics in this release are taken from publications of the Japan Tourism Agency and the Japan National Tourism Organization (JNTO).