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August 1, 2025

Company name: MAC HOUSE CO.,LTD.
Representative: Koji Ishino,
Representative Director
and President
(Securities code : 7603; TSE
Standard Market)
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New Business Initiative: Development of Generative AI Infrastructure Data Center

Notice Regarding Next-Generation Dual Revenue Data Center Concept in Generative AI and Cryptocurrency Mining Business

MAC HOUSE CO.,LTD (hereinafter "the Company") (TSE Standard: 7603) is proceeding with the demonstration and development of cryptocurrency mining operations in collaboration with Zerofield Corporation, which possesses high expertise and extensive experience in cutting-edge technology fields, as previously announced. The Company aims to achieve early realization of a next-generation mining environment with high profitability by implementing and optimizing energy-efficient dedicated facilities, utilizing power derived from renewable energy sources in regions with significantly low power costs both domestically and internationally.

Additionally, in response to the recent explosive growth in generative AI demand, the Company has launched full-scale verification and construction planning for next-generation GPU data center operations, applying our expertise in mining environment development. In particular, GPU infrastructure, which handles high-load computational processing such as generative AI training and inference, will serve as the foundation for AI implementation across all future industries, and we consider this an extremely important growth area for the Company.

Our collaboration partner, ZEROFIELD, inc., sells high-performance GPU servers with specialized designs optimized for NVIDIA's latest generation GPUs (H100/H200/B200, etc.). Their container-type data centers feature flexible and highly efficient architecture that maximizes parallel computing through GPGPU (General Purpose GPU). Furthermore, ZEROFIELD, inc. is a rare player in Japan that can consistently provide a

"GPU Total Solution," including not only GPU server hardware but also AI development support, PoC construction, and long-term operational support.

▼For GPU Server for AI details, visit: <https://gpuserver.zerofield.biz/>

Furthermore, the technologies in which ZEROFIELD's group companies excel, such as image recognition, natural language processing, and video generation, have high compatibility with the Company's retail operations and generative AI model development. Moving forward, we plan to focus on joint AI product development and implementation support.

Additionally, we will work toward realizing SaaS-type AI solution businesses for commercialization, including external provision of AI model training and inference clusters utilizing this data center environment, AI video generation platform development, and AI integration support for BPO-type operations.

This initiative aims to realize an innovative model of a "Dual Revenue Data Center" through mutual complementation of both businesses by enabling coexistence of two advanced computational processing needs - generative AI and cryptocurrency mining - while optimizing and load-balancing physical resources such as power supply, cooling, housing, and rack configuration.

The Company will establish a comprehensive system handling everything from data center design to product implementation and solution provision, centered on a circular business structure of GPU infrastructure construction, AI development, and AI implementation.

Moving forward, while collaborating with various partners, we will pursue technological innovation in areas such as data center location optimization based on domestic and international power environments and regulatory trends, increasing renewable energy adoption rates, implementing hybrid air-water cooling systems, and building and providing scalable AI models, aiming to construct sustainable and highly profitable next-generation infrastructure.

While this matter concerns business alliance and new business initiation, its impact on the Company's performance at present is minimal and does not meet the disclosure criteria specified in the "Timely Disclosure Rules." We are making this voluntary announcement due to the significance of this initiative.

▼Company Profile

Company Name : ZEROFIELD, inc.

Representative : Yosuke Hirashima

Location: 3-4-1 Shibaura, Minato-ku, Tokyo

Established : April 2017

Business Description: AI and data center operations, cryptocurrency mining, etc.

Achievement: No.1 domestic market share in mining machines for 4 consecutive years (according to Tokyo Shoko Research)

URL: <https://zerofield.biz/>

Company Name : MAC HOUSE CO., LTD.

Representative : Koji Ishino

Location : SKT Building 6F

Established : June 1, 1990

Business Description: Nationwide chain store retail business primarily dealing in casual clothing

【Contact Information】

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Corporate Website:<https://biz-mac-house.jp/>

News List:<https://biz-mac-house.jp/news/?cat=cat01>

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