

March 6, 2014

# GU Spring / Summer 2014 Business Strategy

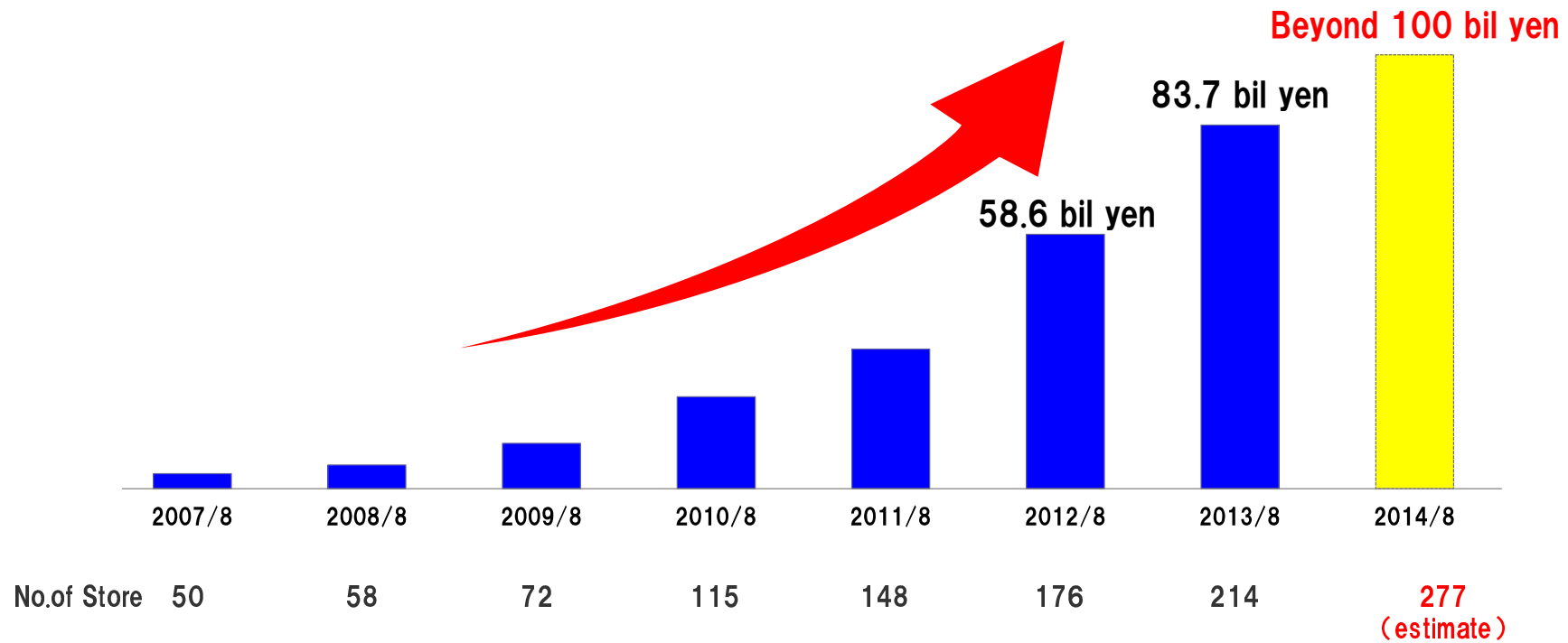
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Chief Executive Officer, G.U. CO., LTD



## GU – Towards FY August 2014

- **Good Start for Sales Exceeding 100 billion yen**
- **Successful Campaigns**
  - “990 yen” Leggings Pants
  - “990 yen” Knits
  - “Outer” campaign
- **Successful Product Strategy**
  - Hitting the sweet spot, with trendy products
  - Playing to global trends, while incorporating Japanese “Kawaii” taste
  - Strengthened Men’s Collection (Launch of new men’s collection)
- **Series of New Store Launches in Japan**
  - 40 new stores for Fall/Winter 2013
- **Launched the First Overseas Store in Shanghai**

# GU's Sales Growth



**Challenge for GU Spring / Summer 2014**

**Strengthen Fashion Focus**

**More Fashion, More Freedom**

# Women's Strategy

## Launch "Monthly Trend Collection"

Launch and Promote New and Trendy Fashion Every Month



"New Romantic Cowboy"  
January



"Parisian Marine"  
February



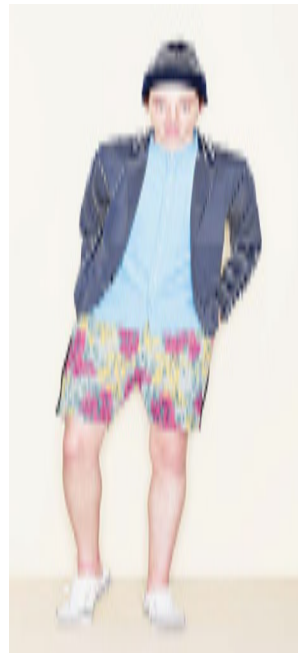
"Grunge Fairy"  
March



"Pajama Look"  
April

# Men's Strategy

Strengthen two distinct styles



Traditional / Casual Style

Mode / Casual Style

## Expanding No. of Items / Launching Large Store Collections

To launch 1,600 items in 2014 Spring / Summer  
To launch more than 200 items as Large Store Collections

(130% vs YA)

(500% vs YA)



# Expanding “Osharista”

Osharista is...

GU Store Staff who Advise Customers on Fashion and Style

To be expanded to all GU stores by end of 2014

<http://www.gu-japan.com/osharista/>

