

# Greater China Today and Tomorrow

**Pan Ning**

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**Fast Retailing Group Executive Vice President**

**UNIQLO Greater China CEO**

**Fast Retailing (China) Trading Co., Ltd. CEO**

## Big success for first Hong Kong store opened in September 2005

**UNIQLO, a high-quality brand from Japan**

**Communicated a clear brand message to customers**



First Hong Kong store opened in Miramar shopping center. 1,150 square-meter sales floor was fairly big at the time.

**Following launch in 2002, UNIQLO China remained in the red until...**

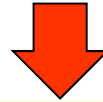


**Huge success of Shanghai Grand Gateway and Super Brand Mall stores led to a breakthrough in 2006**

## **Reasons for success**

- Growing recognition for UNIQLO as a high-quality brand targeting middle-income consumers
- Identical product mix at UNIQLO China & Japan
- New-concept store design
- Conveying brand message in large-format stores

**Following our strong record in Hong Kong and Mainland China, we opened our first store in Taipei in October with great success**



**Opened a global flagship store in Mingyao Department store in September 2011**

**Store numbers expected to reach 47 by end August 2014**

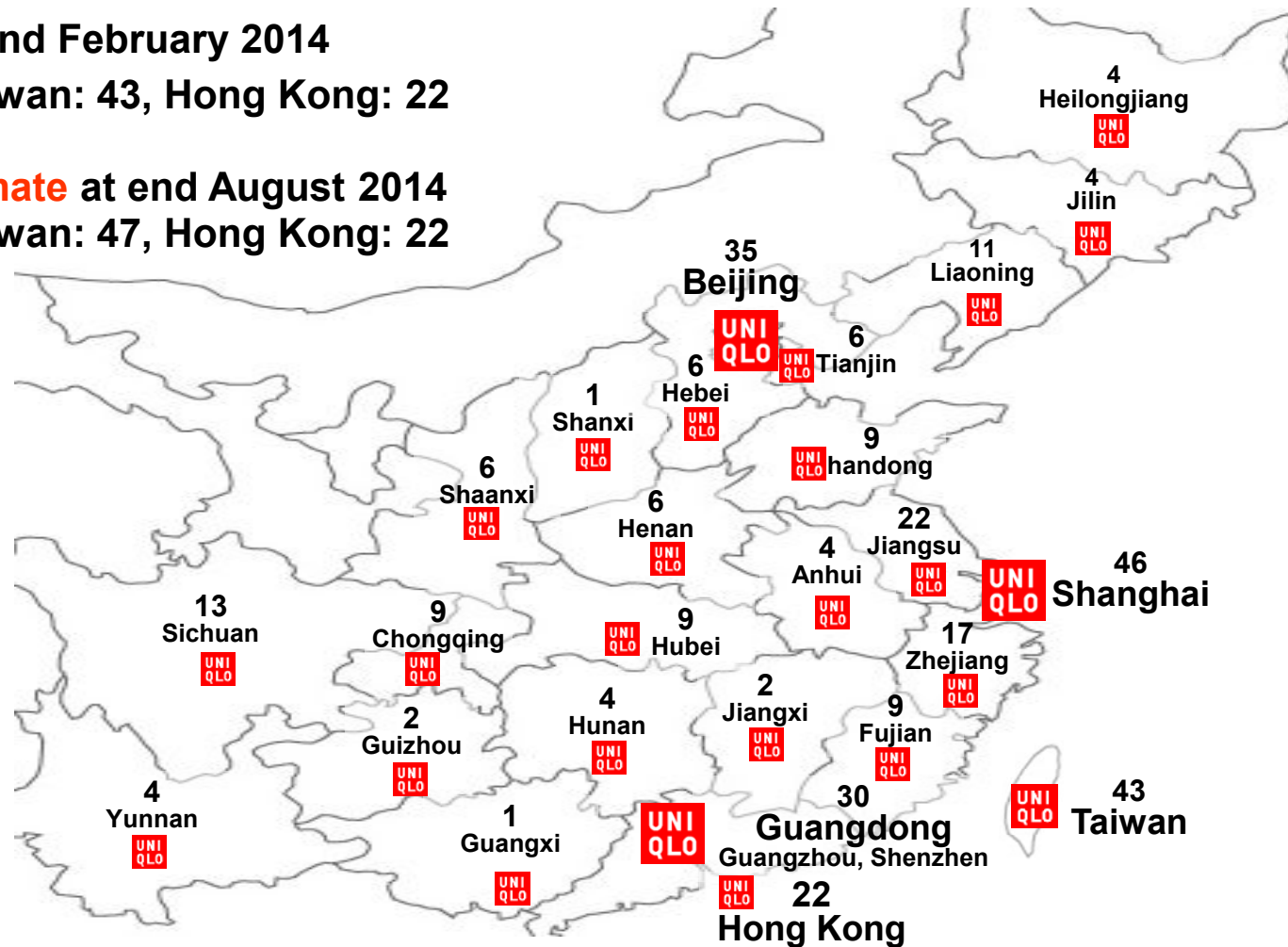
## Network expansion in Greater China

**325 stores** at end February 2014

China: 260, Taiwan: 43, Hong Kong: 22

**374 store estimate** at end August 2014

China: 305, Taiwan: 47, Hong Kong: 22



(At end February 2014)

## Multiple global flagship stores greatly boost brand visibility

- 2010.5 Shanghai West Nanjing
- 2011.9 Mingyao Department Store, Taiwan
- 2013.4 Lee Theatre Store, HK
- 2013.9 Shanghai Store



UNIQLO Shanghai West Nanjing Road Store opened, May 2010



UNIQLO Mingyao Department Store opened in Taipei, September 2011



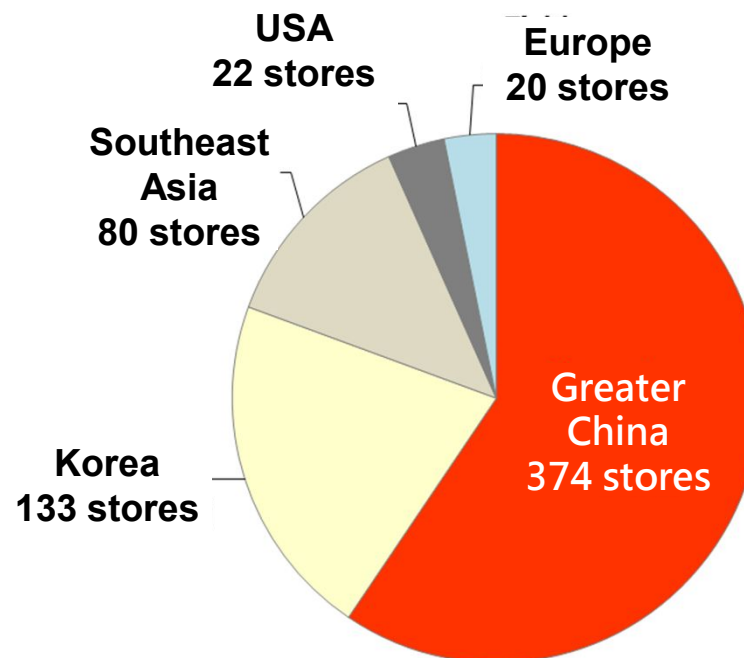
UNIQLO Lee Theatre Store opened in Hong Kong, April 2013



UNIQLO Shanghai Store opened on Huaihai Road in September 2013, along with GU, PLST, CDC and PTT outlets

**Greater China and Southeast Asia  
are the key drivers  
of UNIQLO International growth**  
**Approx. 60% of stores in Greater China**

UNIQLO International FY2014 store estimates





## Strong performance continues

**FY2013: Sales ¥125.0bln,  
Operating income ¥13.5bln**

**FY2014E: Both Sales and Income set to rise, with  
Sales expected to increase more than  
30% YoY**





## Expect strong growth in Greater China

Open 80-100 stores annually to achieve initial aim of 1,000 stores.

Ultimate aim: 3,000 stores

Envisaged store development in Greater China



## UNIQLO brand recognition improves in Greater China

Fast Retailing wins 21<sup>st</sup> Century Business Herald's top employer award (Jan. 20, 2014)



UNIQLO voted one of China's top 10 superstar brands in CBN Weekly (Oct. 7, 2013)



**UNIQLO's appeal lies in the brand**

**Our high quality products and services enrich people's lives, and provide happiness and satisfaction worldwide**

**We value your continued support**