



Opening on October 1, 2010 (Fri)
Japan's 1st Global Flagship Store
UNIQLO Shinsaibashi Store

UNIQLO Co., Ltd.
Member of the Board
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UNIQLO's Large-Format Stores

- Attractive stores that can capture sales and recognition in various markets around the world
- Sales area of 1,320 – 3,300 square meters (2.5 – 5 times bigger than UNIQLO's standard stores)
- Vast line-up, from basic items to special products
- Centered on proposing new ways to coordinate clothing, layouts, fixtures, VMD (Visual Merchandising) presentation

UNIQLO's "Growth Drivers"

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Timeline of Large-Format Stores

Japan

- 2004 1st Large-Format Store “UNIQLO Plus” in Shinsaibashi
- 2005 Ginza Store
- 2007 2,790m² Super Large-Format Kobe Harborland Store
Setagaya Chitosedai Store

Overseas

- 2005 Large-format Shanghai Super Brand Mall Store
- 2006 Global Flagship Store in NY SOHO
- 2007 Global Flagship Store in London
South Korea’s 1st Large-Format Myong Dong Store
- 2009 Global Flagship Paris Store
- 2010 Global Flagship Store in Shanghai

106 stores in Japan and 12 stores overseas are large-format stores. (As of October 1, 2010)

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UNIQLO’s Global Flagship Stores

- **Located in major fashion districts around the world that can drive brand promotion**
- **Roadside store to freely express UNIQLO’s characteristics**
- **Line-up of newest & seasonal products, merchandising, presentation**
- **Highest level of store service and operation**
- **Spacious environment for easy shopping and selection**

UNIQLO’s “Showcase” to the World

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Aim of Shinsaibashi Store

Large area that is attractive as a commercial area

- Possible to expand UNIQLO's value with presence in Shinsaibashi, where competition is intensifying among global fashion brands
- Potential for ripple effect to Asia and the rest of the world

Location that is suitable for a large-format store

- Location is the origin (hometown) for UNIQLO as site of 1st "large-format store" in 2004 and history of "Osaka Shinsaibashi" as a commercial town
- Many discerning customers, so value in trying new store type

FROM OSAKA TO THE WORLD

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Shinsaibashi Store Information

Open Date/Time 10:00 on Friday, October 1, 2010

Operating Hours 11:00 – 21:00

Sales Floor Area Approx. 2,640 sq. meters (5 floors from B1F to 4F)

Address 1-2-17 Shinsaibashi-Suji, Chuo Ward, Osaka City, Osaka Prefecture

Store characteristics

- Presentation stage above entrance, vaulted ceiling from 1st to 4th floors
6 flying mannequins in latest seasonal styles express the "Now" of UNIQLO
- Propose coordination of clothes with 140 full mannequins and 190 half mannequins, the most in Japan
- Mens/Womens/Kids products are placed in different zones

Global flagship stores that succeeded in New York, London, Paris, and Shanghai will finally arrive in Japan
A new strategy for global flagship stores begins in Shinsaibashi.

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Opening Sale October 1 (Fri) – October 3 (Sun)

- HEATTECH, UJ, Merino Cashmere sweaters, and other seasonal items will be sold at special opening prices
HEATTECH 990 yen (typically, 1,500 yen), UJ 990 yen (1,990 yen),
Merino Cashmere sweaters 1,490 yen (2,990 yen)
- Shinsaibashi store limited colors for Merino Cashmere sweaters
Mens – 6 colors, Womens – 11 colors
- Initial global launch of “+J” 2010FW Collection
Advanced launch of new 2010FW products of “+J”,
a collaboration brand with designer Jil Sander
- Free gift of limited edition Hanshin Tigers X UNIQLO tumblers for 2,010 customers per day

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People Campaign

- UNIQLO's clothes concept = “Clothes are coordinated by people who wear them and express a person's lifestyle and individuality. They are like components.”
- In opening the global flagship store, engage well-known local people, who have a distinct style and an attractive lifestyle
- Include personal statements by the cast about their lifestyles and passion for their hometown in various advertisements
- “UNIQLO Shinsaibashi Store” will hire professional soccer player Keisuke Honda (CSKA Moscow), novelist Mieko Kawakami, Ko Machida, and artist Yumi Yoshimura (PUFFY) as brand ambassadors.
- Deliver the message of UNIQLO's essence and “From Osaka To The World” by quoting globally-active people from Osaka about their personal passion and passion for Osaka, as well as their fashion and lifestyle

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