2012 HEATTECH and Ultra Light Down

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UNIQLO Co., Ltd.
HEATTECH and Ultra Light Down

Innovative wear that has continued to change the conventional wisdom of winter clothing
2001: “DRY” line of functional summer wear goes on sale
Customers have high hopes not only for functional wear but also for functional innerwear.

Potential for a functional wear market

2003: Development begins
DRY: functional summer innerwear
HEATTECH: functional winter innerwear
History of HEATTECH

Customer feedback lends itself to the continued evolution of HEATTECH

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
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<tbody>
<tr>
<td>2003:</td>
<td>HEATTECH sales begin Heat generation and retention functions</td>
</tr>
<tr>
<td>2004:</td>
<td>HEATTECH (Men) Antibacterial and dry functions added</td>
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<tr>
<td>2005:</td>
<td>HEATTECH (Women) Moisturizing function added</td>
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<tr>
<td>2006:</td>
<td>HEATTECH (Women) Moisturizing function improved</td>
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<tr>
<td>2007:</td>
<td>HEATTECH (Men/women) Stretch function added</td>
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<tr>
<td></td>
<td>HEATTECH (Women) Moisturizing function improved</td>
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<tr>
<td>2008:</td>
<td>Global deployment begins</td>
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<tr>
<td>2009:</td>
<td>HEATTECH (Men/women) Anti-static and shape-retaining functions added</td>
</tr>
<tr>
<td>2010:</td>
<td>HEATTECH (Women) Thread is made finer, leading to softer feel against the skin</td>
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<tr>
<td>2011:</td>
<td>HEATTECH (Men) Odor control function added</td>
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<td></td>
<td>HEATTECH (Women) Moisturizing function improved</td>
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<td>Thread is made finer, leading to softer feel against the skin</td>
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Annual HEATTECH unit sales
Cumulative total of units sold: Approximately 300 million (290 million)
More than 9 out of 10 (96.3%) people surveyed recognized the brand.

1 of 2 (55.3%) owned HEATTECH.

Graph 1) HEATTECH brand recognition

- 96.3% recognized the brand
- 80.5% knew what HEATTECH was
- 15.8% had heard the name but didn’t know what it was
- 3.7% never heard the name
How HEATTECH Changed Daily Lives

HEATTECH “changed my daily life” (80.8%)

People reported outward changes, such as engaging in a “wider variety of activities” and dressing “more fashionably,” but HEATTECH also influenced people inwardly, helping them enjoy winter more proactively.

Graph 8) Changes in daily life due to HEATTECH (multiple answers)

< N=1768 >

- Changed my life: 80.8%
- Was able to dress more fashionably: 57.6%
- Became able to enjoy winter: 35.6%
- Became able to spend time easily even in cold places: 12.8%
- Became able to spend time easily: 12.2%
- Became less it was less bothersome to go out: 10.9%
- Became less easily: 10.6%
- Became less sensitivity to cold: 8.6%
- Improved my sensitivity to cold: 7.5%
- Improved my trips: 6.8%
- Less luggage on vacation or business: 3.2%
- Wider range of activities in the winter: 1.0%
- Was able to cut down on energy bills: 19.2%
- Other activities in the particular: 0.0%
- No changes in particular: 0.0%

50.0% 57.6% 35.6% 12.8% 12.2% 10.9% 10.6% 8.6% 7.5% 6.8% 3.2% 1.0% 19.2% 0.0%
Worn on All Occasions

Worn as an everyday item both indoors and out regardless of occasion

Graph 7) Where customers wore HEATTECH last winter (multiple answers)

<%N=1754>
2012 HEATTECH
HEATTECH will further expand the winter fashion possibilities

A flood of new releases!
A surprisingly wide variety of colors and patterns!
Number of items: Doubled from last year
Number of colors/patterns: 2.5 times more than last year
(approx. 340 => 830 styles)
2012 HEATTECH

HEATTECH for anyone, anywhere at anytime

New release of women's HEATTECH loungewear!
Initial launch of the babies' HEATTECH line!

Both inside and outside the house, HEATTECH will keep the whole family (dad, mom, kids and babies) warm.
2012 HEATTECH

Even greater wear comfort

With the new "moisture absorbing & releasing" function added to the men's and kids' line

Absorbs any excessive moisture and releases it to the outside to reduce the build-up of humidity inside the garment

Added in response to many customers saying that they feel the stickiness when they move from cold outside to heated inside
2012 HEATTECH Lineup
2012 HEATTECH (Men's)

(1) **New items**
New release of T-shirts that can be worn on their own!
Sure to increase the number of occasions for wearing HEATTECH

(2) **New patterns to come in series**
New patterns in collaboration with popular content!

(3) **Updated functions**
The "moisture absorbing & releasing" function added and the "odor control" function improved reduce the humidity beneath layers of clothes.
2012 HEATTECH (Men's)

Heattech color block T shirt

Heattech waffle crew-neck T shirt
(1) **New items**
- New loungewear! Relax and even sleep in the warmth of HEATTECH
- New underwear! Warm up the area around the hips that tend to get cold

(2) **New patterns to come in series**
- An even greater variety of colors/patterns to choose from for each item, including lace trimming, new prints, in addition to collaborations with designers

(3) **Updated functions**
- "Moisturizing" function improved for a more moisture-rich feel
(1) New items

Heattech lounge dress
Heattech lounge stole cardigan

Heattech high rise brief/hiphungger
2012 HEATTECH (Women's)

(2) **New patterns to come in series**
2012 HEATTECH (Kids' and Babies')

(1) **New items**
Debut of the babies' HEATTECH line!
Safety assured with certification to the Oeko-Tex®Standard 100

(2) **New patterns** to come in series
Collaboration patterns with popular content to appear at the end of the year

(3) **Updated functions**
- The "moisture absorbing & releasing" function added
- Thread is made finer, leading to softer feel against the skin
Ultra Light Down
Lead-Up to Ultra Light Down Development

- Trend toward casual business attire
- More people are layering clothes in the winter as a fashion style
- Demand for items adaptable to sudden changes in temperature

Is there a potential demand for down jackets that are light and slim, but warm?

Begins to sell in 2009
Ultra Light Down Advertisements

Try it, to believe it. Surprisingly lightweight
Cumulative total of units sold from 2009

11 million units worldwide

The next big global hit following HEATTECH
Ultra Light Down Recognition

The recognition rate is 74.4%, yet only 7.7%, less than 1 out of 10 people surveyed have bought one

- Internet survey
- Conducted in Japan on December 14 and 15
- 402 samples from male and female respondents between the age of 20 and 49
Potential of Ultra Light Down

The market penetration rate is currently about 10% for all age groups

The market is currently in the growth phase

There is huge potential for market expansion
Challenges for Ultra Light Down

Combination of highly advanced, Japanese textile techniques and craftsmanship of *Takumi* expert artisans

Strengthen production and quality control

Allows for significant increase in production volume
2012 Ultra Light Down

A greater variety of colors/patterns made possible with advancements in dyeing techniques!

2011  51 colors/patterns

2012  107 colors/patterns

More than double the variety
2012 Ultra Light Down (Men's)

2011: 23 colors/patterns → 2012: 58 colors/patterns

(1) New items
   A coat that is convenient for commuting to the office!

(2) New patterns to come in series
   Color block design added for jackets.
   New prints for jackets and vests!
2012 Ultra Light Down (Women's)

2011: 29 colors/patterns → 2012: 71 colors/patterns

(1) New items
   Introducing a new, elegant topper jacket!

(2) Revised silhouette
   Parka with long length to wrap around hips.
   Improved with a waist tie for a more feminine shape!

(3) Added polka dots and checks!
   New patterns for vests and jackets!
   Great accents to the look.
Clothing Has Changed the Conventional Wisdom for Winter

In the past, it was taken for granted that people need to put on multiple layers of bulky clothes to stay warm. UNIQLO's innovative winter wear has changed such conventional wisdom for winter, providing a new level of comfort in people’s lives.
Clothing Has Changed the Conventional Wisdom for Winter

**3 kg**  
**1 kg**

Not only offers fashion but also reduces physical burden
HEATTECH and Ultra Light Down

Highly versatile products that can be worn from fall, through winter and into early spring
Global Expansion

Ratio of the units sold for outside Japan to total in 2010 and 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
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<tbody>
<tr>
<td>HeatTech</td>
<td>5%</td>
<td>10%</td>
<td>15%</td>
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<tr>
<td>UltraLightDown</td>
<td>14%</td>
<td>23%</td>
<td>34%</td>
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Expanded the sales area to 13 countries and regions including Japan
“Experience HEATTECH”
Global Sampling
to be conducted in five major cities (in Japan, UK, US, France and China) from October
Importance of the logo in the global strategy

Development of a new logo for global recognition
HEATTECH and Ultra Light Down

Innovative wear to change clothing, change conventional wisdom and change the world
Sales target: 13 million units
Sales target: 130 million units