

**g.u.'s First "Concept Shop Aimed at Women"**

**g.u. UNIQLO MARCHÉ PRINTEMPS GINZA Store**

**Osamu Yunoki**

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

## Fashion with more freedom

- Seasonal fashion
- Amazingly low prices
- Reliable quality

Aims to delight customers "freely" with seasonal fashion items at amazingly low price

## Sales: ¥ 58.0bln (up 180% y/y)

- Initial FY2013 sales target of ¥ 50bln attained 1 year ahead of schedule
- One of the most expanded brands in FY2013

## Store network reaches 193 (The PRINTEMPS GINZA is the 193th store)

## Major Strategies for the 2012 FW season

- Strengthen appeal to working women
- Strengthen men's and kid's categories
- Accelerate new store openings  
(plan to open 30 new stores this Fall/Winter season, with 60 new stores overall for FY13)
- Unique, inimitably g.u. campaigns and services

# Why We are Opening this Store



## Strengthen appeal to working women

- Many working women shop at the stylish and sophisticated Ginza district
  - g.u.'s first concept shop aimed at women, created by women
- Expanding our *Osharista* fashion advisor service, available at our Ginza and Shinsaibashi Stores
  - *Osharistas* propose styles and coordinate fashions according to customer's budget

## Develop various store formats

- Introduce new, mini store format – g.u.'s smallest store size at approx. 300 m<sup>2</sup>
- Continue to pursue various store formats with specific focus on customers

## Pursue opportunities to open multi-FR brand store

- Unique opportunity for customers to try FR's various brands to create their very own styles
- Expect to attract more customers through synergy, as opposed to cannibalization

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**Year to August 2013: Sales target ¥ 80.0bln**

**Year to August 2014: Sales target ¥ 100bln,  
begin opening stores outside Japan**