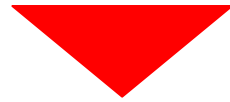




UNIQLO MARCHÉ PRINTEMPS GINZA Store

Naoki Otoma
Group Executive Vice President
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Must take leadership in fashion if we are to succeed as a truly global brand



Increasing support and approval from women is crucial task

Changes in lifestyles of women

More and more women are utilizing SNS such as blogs to disseminate information



A new UNIQLO, for women

Why The PRINTEMPS GINZA



The PRINTEMPS GINZA:

- A world-renowned, prestigious department store from Paris specializing in fashion
- Features a wide selection of stores and brands representing Japan
- PRINTEMPS GINZA Member's Card boasts approximately 130,000 members
- Majority of card members are women in their 20s



A pioneer among department stores in Japan dedicated to women
Able to capture women's trends and needs swiftly by opening a store
inside The PRINTEMPS GINZA

Information hub for products aimed towards women

Customer feedback to be reflected in our products and marketing
Strategic positioning as key store for strengthening measures
focusing on female customers

Characteristics of UNIQLO MARCHÉ PRINTEMPS GINZA Store



Special attention to detail and services for women

- Staff undergo rigorous training by customer service specialists
- "Fashion Sommelière" fashion experts to provide customers a personalized shopping experience
- Spaciously-designed fitting rooms

Very first FR Group brand collaboration

Comptoir des Cotonniers X UNIQLO



Theory X UNIQLO



Collaboration with *Shogakukan* magazines

Provide information on exclusive collaboration products with women's magazines

Collaboration with *Shogakukan* Magazines



Continue to provide products for women
UNIQLO MARCHÉ PRINTEMPS GINZA Store will be
the hub for various collaborations and newsworthy
products going forward