

July 20, 2006

**G.U. CO., LTD.**  
**Operational strategy conference**

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What's in the name?



Freedom: Wear your clothes with ease  
(sounds like 'Jiyu', the Japanese word for freedom)

What's in the logo?



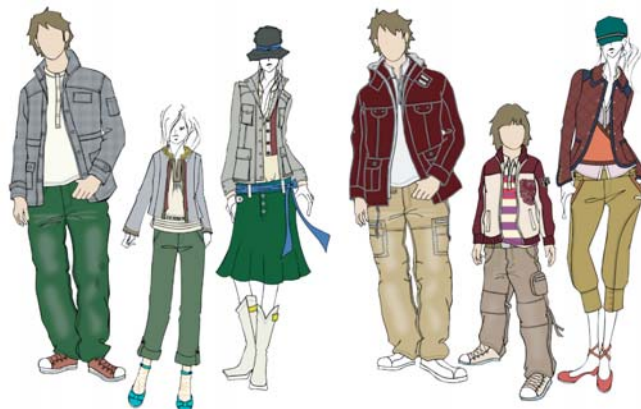
- The spots represent the fact that the brand was born as a seed from the FAST RETAILING corporate ethic.
- The bouncy font expresses ease of movement and fun.
- The green color expresses nature and gentleness.

## What **g.u.** has to offer.

- A trend-conscious fashion taste
- An impressive variation of design to suit a broad range of customers
- Fashion to be enjoyed by all the family
- A clean feel, a fresh, natural atmosphere in the stores
- Easy to buy low-priced clothes
- Good quality for peace of mind

## **g.u.** target customers

Families with parents in their late 20s and early 30s.



## **g.u. products**

- Garments that incorporate the latest trends
- Simple items to enjoy mixing and matching with the trend items
- Garments that are comfortable and offer an attractive silhouette.
- Product line-up that can be enjoyed by all the family – men's, women's, girls, boys
- Inner wear and accessories to brighten up your life

## **g.u. product line-up for autumn/winter 2006**

**Developing garments around 5 major themes**

- 1) Jeening
- 2) Elegance
- 3) Feminine
- 4) Trad
- 5) Athletic

**Offering a full product range of 800 items**

## g.u. product prices

Units: yen

 : central price range

Cut & sew: 490 690 890 1490 1890

Bottoms: 1490 1890 2490 2990

Shirts: 990 1490 1890

Sweaters: 890 990 1490 1890 2490 2990

Outerwear: 1890 2990 3990 4990 5990

## g.u. store exterior (impression)



Concept:

- An broad, open approach creating an easy atmosphere to enter
- Symbolic use of white pillars, creating a clean, fresh and refined image

## **g.u.** store interior (impression)



### Concept

- A dominant white theme with use of vibrant colors in the display
- Create VMD zones around white pillars to create a global feel
- Strong appeal on styling, creating a feeling of 'fun' through the use of lots of mannequins and posters in the store

## The standard **g.u.** store format

- Shop floor: 660 square meters  
(The average size of stores opened in autumn/winter 2006 will be 560 square meters)
- Personnel: 20 – 30 staff per store  
(2 – 3 full-time employee)
- Store style: In-shop outlets  
Stand alone roadside stores
- Store display: Varied use of hanging racks

## What is **g.u.** aiming for?

- Products that amaze in terms of **absolute low-price.**
- Maintain **a level of quality that provides peace of mind.**
- Continuously develop and promote **trend garments every week.**
- Achieve **minimum lead-time** by controlling the whole process from design, manufacture and store management. Constantly able to respond to customer needs.
- **Use attractive VMD and store visuals** to suggest coordinates and make the shopping experience more fun.

## **g.u.** new store plans for autumn/winter 2006

**First store to open Friday, October 13, 2006 in Daiei's Minami Gyotoku store!**

<Location>		<Number of stores>
Inside Daiei stores		12
UNIQLO store scrap and build		7
Other (commercial facilities, roadside, etc.)		6
Total		25 stores
- 2006 autumn/winter:	Open stores in Eastern Japan Kanto region (Tokyo, Kanagawa, Chiba, Saitama)	
- 2007 spring/summer:	Plan to open 25 stores (in Kanto and also the Western Japan Kansai region)	
- 2007 autumn/winter onwards:	Plan to open 50 stores per year	

## sales targets

<First business year>

Year to August 2007: Plan to open 50 stores

**¥10.0bln**

<Within 3 years>

Year to August 2009: With 150 stores up and running

**¥45.0bln**

