PARCO

PARCO CO., LTD. Corporate Profile 2025

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Shibuya PARCO Renewal

Around 80 shops will open by fall 2025

STATEMENT

"Under (de)Construction"

We insist on dismantling



"When things have reached a stalemate, I have an image for breaking through..."

Tsuuji Masuda, the founder of PARCO, left these words in 1977, four years after the opening of Shibuya PARCO. At a time when Shibuya PARCO was gaining momentum, he was already thinking of the next step.

"In all fields the changing times bring about a stalemate like hitting the wall. In order to break the stalemate, we have to cross over and create disorder; we have to produce mixed blood. I think our potential going forward depends on this. But, there are preconditions necessary for doing so. That means dismantling.

Dismantling itself is our urgent task at present."

Excerpt from "PARCO Report," Tsuuji Masuda's serialized article "Overview of PARCO Theory 18: Under (de)Construction Dismantling" (July 1977) It is here we find the spirit of Shibuya PARCO.

It has been five years since the opening of Shibuya PARCO in 2019. With a variety of content, it is now bustling with customers from all over the world, but now is the time not to be complacent, not to forget PARCO's founding principles; now is the time to "dismantle" to continue the challenge toward a new form.

Dismantle it. Renew it. Don't rest, evolve.

> Graphic Design_Tezzo SUZUKI Movie_Taihei Takei Web Design & Development_maam.inc Produced by PARCO, RCKT/Rocket Company*

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Message

Vision Excite Design Create

Purpose To Change the World with Sensibility

Pa. OC

https://www.parco.co.jp/en/about/vision/

Our vision is to "Excite, Design, and Create" — to change the world with excitement beyond imagination — and our purpose is to "Change the world with sensibility" creating a new era together with the next generation.

Since PARCO's founding, we have expressed the wonderful nature of living with beauty and freedom by uniquely compiling countercultures in fashion, theater, film, literature, music and art. We have provided alternative value to the mainstream to the younger generation at PARCO stores throughout the country.

We believe the essence of PARCO lies in these words left by our founder as his management philosophy: "Enjoy your work, involving the people around you." Continuing in these footsteps, we will create a new era while expanding the ideas and worldviews of diverse individuals nationwide, including business partners and creators. We will continue our journey with the question of what values to provide society as our unwavering core.

March 2025

Lenj Lawase

Kenji Kawase President and Representative Director

History of Value Creation



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PARCO is working to increase earnings and grow by focusing resources on core PARCO stores. Looking toward the future, we will explore new areas including development with priority on content developable overseas, and expand our business portfolio.



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Medium-term Business Plan: Priority Strategies Output: Structural Evolution of the Stores Business

In the stores business, we will focus resources on renovations and promotions and aim to raise earnings and grow again through increased turnover. In addition, we will work to diversify tenant transaction volume through the media business and other measures.

We have made Shibuya PARCO, Nagoya PARCO, Ikebukuro PARCO and Shinsaibashi PARCO our priority stores and will prioritize resource allocation to them. We will promote comprehensive renovations and work to further increase profitability

- Reorganize floor themes, promote zone renovations
- Work to attract shops, from pop culture to international/Japan mode fashion
- Increase renovation investment

Utilize store assets and conventional transactions to promote the diversification of earnings not limited to tenant lease income

- Make media out of stores, and expand the media business through advertising income
- Strengthen direct management business by selling fashion and entertainment products on ONLINE PARCO



Strengthen measures for overseas customers with an interest in high-sensitivity culture, primarily at Shibuya PARCO and Shinsaibashi PARCO

- Establish multilingual online media and e-commerce
- Promote store visits by foreign customers by providing information on social media and other media outlets
- Expand global content and promotions

• Introduce services that raise the experience value of customers

Increase customer engagement and contribute to raising tenant transaction volume and profitability

- Along with the PARCO Card, further strengthen promotions for registering PARCO members
- Expand services for PARCO Members
- Work to increase PARCO fans through exhibitions, events and other self-sponsored promotions

Medium-term Business Plan: Priority Strategies Develop New Business Sites

We promote development of the J. Front Retailing Group's strategic sites. The Landmark Nagoya Sakae is scheduled to open around the summer of 2026, while the Tenjin 2-chome South Block Station Front East-West Block Project (tentative name) is aiming to open around fiscal 2030.



The commercial facility portion (name to be determined) of a mixed-use facility being developed by joint development partners, including J. Front Retailing Group, plans to operate on a commercial concept that is not limited to the PARCO format. Aimed at raising the area's competitiveness, the project is scheduled to be completed in March 2026 and to open later that summer.

(Tentative name) Tenjin 2-chome South Block Station Front East-West Block Project

Six landowners, including PARCO, submitted an urban planning proposal to Fukuoka City, and a plan was decided in January 2025. Specific considerations are underway aimed at appealing, high-quality urban development that will be an important base for creating vitality in the Tenjin area.

Medium-term Business Plan: Priority Strategies ³ Expand Content Business

In the areas of entertainment and culture that draw on our originality and strengths, we will conduct research and development. In the growing content market, we will build a base for a new business.



"Hamlet Q1," Performed at PARCO Theater

Photo by Yukihiro Kato

Utilizing our competitive advantage in attracting an audience through brand power cultivated since our founding, we will work to grow the business by providing appealing content. With a policy that fuses new technologies with utilization of a network established by developing a wide range of genres, we will contribute to PARCO's branding.



Collaboration Cafe with "Chiikawa," a Popular Manga

©nagano

We will develop events and products that will constitute new value through collaboration with works and characters popular here and overseas. We are planning developments not only at our own commercial complexes but also through the channels of other companies inside and outside Japan in order to expand the business.



KOJIMA PRODUCTIONS × PARCO "DEATH STRANDING 5th Anniversary Exhibition & Popup," which was open from November 2024 to February 2025 Game creator: Hideo Kojima

Through collaboration with partners, we acquired IP from joint development of an analog game, a first for PARCO, held exhibitions expressing the worldviews of game content, and also are developing games inside PARCO shops. Going forward, we will continue to promote the overall business related to gaming.

Stores Business

https://www.parco.co.jp/en/about/business/store/







Sapporo PARCO

Sendai PARCO





Nagoya PARCO





Ikebukuro PARCO



• Kichijoji PARCO Shibuya PARCO



• Kinshicho PARCO







Shinsaibashi PARCO



Hiroshima PARCO



Facilities Operated Cattleya Plaza ISEZAKI
 HAB@Kumamoto
 SAN-A Urasoe West Coast PARCO CITY



Content Business

Since its establishment, PARCO has believed in the power of art and provided support for it.

Centering on co-produced plays and the publishing business, PARCO has been involved in a wide range of areas, including music, movies, exhibitions, and restaurant collaborations. Joining together a network of creators with new technologies and situations, we will contribute to vitalizing districts and communities and to PARCO's branding.

- Theater
- Music
- Movies
- Gallery
- Collaboration cafes

PARCO



Shibuya CLUB QUATTRO

Ikebukuro PARCO

Shibuya PARCO

Plays, musicals, dance performances and other productions are staged at PARCO Theater and other theaters around the country. Quality works are produced with talented creators and highly appealing actors.

Japanese and international artists and

provides a top-quality live music

LABO, a music cafe and bar.

Theater

Music



We plan and operate collaboration cafes with artists, anime characters and other content. Chiikawa Ramen Buta is currently located in facilities nationwide, where customers can experience the worldview of the popular work "Chiikawa" (as of May 2025).

Collaboration cafes

Chiikawa Ramen Buta Menu



Left: How Banksy Saved Art History



publications, from art books and practical guidebooks to works of

Right: The World of Shirow Masamune — "The Ghost in the Shell" and The Path of Creation







Games are a new form of culture and a ground for communication that connects the world. Through initiatives with the worldviews of game content, including indie games, we are creating a new movement in games together with creators and collaborators.

Indie Game Label "Yokaze" Exhibition

* In March 2024, we created the new Culture Creation Business Headquarters, and pivoting on Shibuya PARCO and the entertainment business, we reorganized the organizational structure in an effort to create content embraced by the world. The system that has been established further smooths the development of cross-business initiatives.





PARCO MUSEUM TOKYO

Movies PARCO operates the movie theaters CINE OUINTO and WHITE CINE QUINTO, conducts film distribution, investment, acquisition and production, and shows a wide variety





PARCO CO., LTD.

Corporate Profile 2025



literature. We are involved in a wide range of projects, publishing books on contemporary, cutting-edge artists and creators in Japan and overseas as well as books linked to various PARCO events.

Games



PARCO

Sapporo PARCO

3-3 Minami-Ichijo Nishi, Chuo-ku, Sapporo-shi, Hokkaido B2F–8F DPEN 24 August, 1975 Def https://sapporo.parco.jp/en/

Sendai PARCO

1-2-3 Chuo, Aoba-ku, Sendai-shi, Miyagi Main Building: B1F–9F OPEN 23 August, 2008 Sendai PARCO2: 1F–9F OPEN 1 July, 2016

https://sendai.parco.jp/en/

Urawa PARCO

11-1 Higashi-Takasago-cho, Urawa-ku, Saitama-shi, Saitama B1F–7F IPFEN 10 October, 2007

https://urawa.parco.jp/page/ storeinformation/?type= recommend&lang=eng

Hibarigaoka PARCO

1-1-1 Hibarigaoka, Nishi-Tokyo-shi, Tokyo B1F–5F OPEN 8 October, 1993

https://hibarigaoka.parco.jp/page/ storeinformation/?type= recommend&lang=eng

Ikebukuro PARCO

1-28-2 Minami-Ikebukuro, Toshima-ku, Tokyo Main Building: B2F–8F PPEN 23 November, 1969 P'PARCO: B2F–8F PPEN 10 March, 1994

https://ikebukuro.parco.jp/en/

PARCO_ya Ueno

3-24-6 Ueno, Taito-ku, Tokyo B1F–10F PPN 4 November, 2017 Phttps://parcoya-ueno.parco.jp/en/

Kichijoji PARCO

1-5-1 Kichijoji-honcho, Musashino-shi, Tokyo B2F–8F OPEN 21 September, 1980

https://kichijoji.parco.jp/page/ storeinformation/?type= recommend&lang=eng

Shibuya PARCO

15-1 Udagawa-cho, Shibuya-ku, Tokyo B1F-10F OPEN 22 November, 2019 Shibuya ZERO GATE: B1F-4F OPEN April, 2011 SR6: 1F-2F Phttps://shibuya.parco.jp. e.aiv.hp.transer.com

Kinshicho PARCO

4-27-14 Kotobashi, Sumida-ku, Tokyo 1F–7F 16 March, 2019 https://kinshicho.parco.jp/en/

Chofu PARCO

1-38-1 Kojima-cho, Chofu-shi, Tokyo B1F-10F PEN 25 May, 1989 Phttps://chofu.parco.jp/ page/storeinformation/?type= recommend&lang=eng

Shizuoka PARCO

6-7 Koyamachi, Aoi-ku, Shizuoka-shi, Shizuoka B1F-8F PEN 15 March, 2007 Phttps://shizuoka.parco.jp/ page/storeinformation/?type= recommend&lang=eng

Nagoya PARCO

3-29-1 Sakae, Naka-ku, Nagoya-shi, Aichi West Building: B1F–11F East Building: B1F–8F OPEN 29 June, 1989 South Building: B1F–10F OPEN 6 November, 1998 PARCO midi: 1F–3F OPEN 27 March, 2015

Shinsaibashi PARCO

1-8-3 Shinsaibashi-suji, Chuo-ku, Osaka-shi, Osaka B2F–14F DPEN 20 November, 2020 Chttps://shinsaibashi.parco.jp. e.ali.hp.transer.com

Hiroshima PARCO

10-1 Hondori, Naka-ku, Hiroshima-shi, Hiroshima Main Building: B1F–10F OPEN 9 April, 1994 Annex: B1F–9F OPEN 21 September, 2001 Dent 21 September, 2001

Fukuoka PARCO

2-11-1 Tenjin, Chuo-ku, Fukuoka-shi, Fukuoka Main Building: B1F–8F OPEN 19 March, 2010 Annex: B2F–6F OPEN 13 November, 2014 https://fukuoka.parco.jp/en/

Facilities Operated

Cattleya Plaza ISEZAKI

1-5-4 Isezaki-cho, Naka-ku, Yokohama-shi, Kanagawa 1F–3F OPEN 8 February, 2012

HAB@Kumamoto

5-1 Tetori-honcho, Chuo-ku, Kumamoto-shi, Kumamoto B1F–2F OPEN 25 April, 2023

SAN-A Urasoe West Coast PARCO CITY

3-1-1 Irijima, Urasoe-shi, Okinawa Retail floors: 1F–3F OPEN 27 June, 2019

& www.parcocity.jp.e.ahn.hp.transer.com

Wellness Business

Welpa Shinsaibashi

1-8-3 Shinsaibashi-suji, Chuo-ku, Osaka-shi, Osaka Shinsaibashi PARCO 10th floor OPEN 19 November, 2020

Welpa Urawa

11-1 Higashi-Takasago-cho, Urawa-ku, Saitama-shi, Saitama Urawa PARCO 7th floor OPEN 1 February, 2024

Content Business

PARCO Theater

15-1 Udagawa-cho, Shibuya-ku, Tokyo Shibuya PARCO 8th floor OPEN 24 January, 2020

https://stage.parco.jp/en/parcotheater/

Shibuya CLUB QUATTRO 32-13 Udagawa-cho, Shibuya-ku, Tokyo

4th floor OPEN 28 June, 1988

Phttps://www.club-quattro.com/en/shibuya/

QUATTRO LABO 15-1 Udagawa-cho, Shibuya-ku, Tokyo Shibuya PARCO 1st underground floor OPEN 22 November, 2019

Nagoya CLUB QUATTRO

3-29-1 Sakae, Naka-ku, Nagoya-shi, Aichi Nagoya PARCO East Building 8th floor Impen 29 June, 1989

Phttps://www.club-quattro.com/en/nagoya/

Umeda CLUB QUATTRO

8-17 Taiyuji-cho Kita-ku, Osaka-shi, Osaka Plaza Umeda 10th floor I April, 2012

Phttps://www.club-quattro.com/en/umeda/

Hiroshima CLUB QUATTRO

10-1 Hondori, Naka-ku, Hiroshima-shi, Hiroshima Hiroshima PARCO Main Building 10th floor IPEN 13 April, 2012 Thtps://www.club-quattro.com/en/hiroshima/ CINE QUINTO

20-11 Udagawa-cho, Shibuya-ku, Tokyo Shibuya Mitsuba Building 7th floor OPEN 6 July, 2018

WHITE CINE QUINTO

15-1 Udagawa-cho, Shibuya-ku, Tokyo Shibuya PARCO 8th floor OPEN 22 November, 2019

Gallery

Inside Shibuya PARCO, Ikebukuro PARCO, Nagoya PARCO, Shinsaibashi PARCO and Fukuoka PARCO

Collaboration cafes

Inside Shibuya PARCO, Ikebukuro PARCO, Nagoya PARCO, Shinsaibashi PARCO and Hiroshima PARCO



Value Creation Initiatives

Medical Wellness Mall



Welpa

Welpa is a medical wellness mall that provides services that support the habituation of selfcare by making lifestyle proposals and providing value in the field of wellness. There are currently two Welpas, one at Shinsaibashi PARCO and one at Urawa PARCO. Women undergo significant change both physically and mentally depending on their stage of life, and Welpa provides opportunities for women to learn about healthcare and an environment for enriching experiences.

Web Media "ACROSS"



"ACROSS" is media managed by a PARCO think tank that started in 1977. It does basic research based on fixed-point observation conducted every month since August 1980 and observes and researches the combination of people, things, and places (the city). Tokyo's young people and fashion culture-related data and marketing know-how cultivated over 40 years is provided to PARCO and Group companies and also linked to joint research and commissions with companies, groups, and universities in Japan and overseas.

Awards



GRAND BAZAR: MATSUKEN PARADE

ADFEST>
BRAND EXPERIENCE LOTUS: CAMPAIGN EXCELLENCE Integrated Brand Experience Campaign <Bronze>

COMMERCE LOTUS: TECHNOLOGY Use of Technology <Bronze>

<2024 64th ACC TOKYO CREATIVITY AWARDS> • Branded Communication Category B: Gold • Branded Communication Category C: Bronze • Film Category A: Finalist



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"The Brutalist," a movie distributed by PARCO<Academy Awards><Golden Globe Awards>• Best Actor• Best Motion Picture (Drama)• Best Cinematography• Best Actor in a Motion Picture (Drama)• Best Original Score• Best Director



Official site https://parco.jp/ <CSS Design Awards> • Special Kudos 2025 <awwwards> • Honorable Mention



Shibuya PARCO <27th Developer Award chosen by Tenants> • Fighting Spirit Award



* Gross sales are tenant transaction volume at PARCO stores plus entertainment business sales and real estate leasing income

As a Member of the J. Front Retailing Group

PARCO is one of the core members of the J. Front Retailing Group and through collaboration in promotions with Daimaru Matsuzakaya Department Stores, in building and development with J. Front City Development, and in customer relations management with JFR Card, we are not only developing business on our own but also helping to raise the corporate value of the Group.



PARCO Digital Marketing CO., LTD.

A technology company supporting some 5,000 commercial facilities nationwide

PARCO Digital Marketing carries out a digital marketing business that pivots on the PICTONA® service, which combines Web CMS with groupware, and a DX business that supports the use of digital technology, such as digital signage, by stores. In 2024, it released the wezero® service in support of ESG management. Going forward, the company will provide further value to local businesses and people through launching services that support revenue diversification via retail media.

PARCO (Singapore) Pte Ltd

Producing commercial operations and events in Singapore through "food"

PARCO (Singapore) works for the overseas development of PARCO and high-quality Japanese culture and content. Locally, by managing the itadakimasu by PARCO restaurant concept, it makes a local contribution through food. In fiscal 2024, the store participated as an advisor in the NARUTO Exhibition's theme cafe inside Universal Studios Singapore. As a Japan-affiliated company rooted in Southeast Asia where the popularity of Japanese IP is spreading, the store will serve as a bridge between Japanese content and overseas even more so than in the past and develop businesses that provide high-quality value to customers.





PICTONA® supports customer attraction and management at commercial facilities

PARCO



itadakimasu by PARCO (Singapore)

About PARCO

Corporate Profile (As of February 28, 2025)

<pre> https://www.parco.co.jp/en/about/ </pre>		
Company Name	PARCO CO., LTD.	
Headquarters	1-28-2 Minami-Ikebukuro, Toshima-ku, Tokyo 171-0022, Japan	
Head Office	Shibuya First Place Bldg. 8-16 Shinsen-cho, Shibuya-ku, Tokyo 150-0045, Japan	
Founded	February 13, 1953	
Paid-in Capital	¥34,367 million	
Parent Company	J. FRONT RETAILING Co., Ltd.	
Employees	681 <male 336="" 345,="" female=""></male>	

Organization Chart

https://www.parco.co.jp/en/about/organization/

Corporate History

1969

Nov.

- Phttps://www.parco.co.jp/en/about/history/
- 1953 Feb. Established Ikebukuro Station Building Co., Ltd.
 1954 Oct. With the capital participation of Marubutsu Co., Ltd., the company shifted operations from the management of the Ikebukuro Station Building to the operation of department stores
 1957 May Changed company name to Tokyo Marubutsu Co., Ltd.
 Dec. Started operation of department store under the name Tokyo Marubutsu
- **1970** Apr. Changed company name to PARCO CO., LTD.

Opened Ikebukuro PARCO

- **1973** Jun. Opened Shibuya PARCO
- 1975 Aug. Opened Sapporo PARCO
- 1980 Sept. Opened Kichijoji PARCO
- **1988** Aug. Stock listed on the 1st Section of the Tokyo Stock Exchange
- 1989 May Opened Chofu PARCO
 - Jun. Opened Nagoya PARCO
- 1993 Oct. Opened Hibarigaoka PARCO
- **1994** Apr. Opened Hiroshima PARCO
- 2002 Apr. Opened Shibuya ZERO GATE

2007	Mar.	Opened Shizuoka PARCO
	Oct.	Opened Urawa PARCO
2008	Aug.	Opened Sendai PARCO
2010	Mar.	Opened Fukuoka PARCO
2017	Nov.	Opened PARCO_ya Ueno
2019	Mar.	Opened Kinshicho PARCO
	Jun.	Opened SAN-A Urasoe West Coast PARCO CITY
	Nov.	Opened the new Shibuya PARCO
2020	Mar.	Became wholly owned subsidiary of J. FRONT RETAILING Co., Ltd.
		Delisted from Tokyo Stock Exchange
	Sent	Real estate husiness (excluding some portions)

- Sept. Real estate business (excluding some portions) transferred from Daimaru Matsuzakaya Department Stores Co., Ltd.
- Nov. Opened Shinsaibashi PARCO
- 2023 Mar. Development business (excluding some portions) transferred to J. Front City Development Co., Ltd.

