



PARCO

PARCO CO., LTD.  
CORPORATE PROFILE 2024





# Vision

Excite Design Create

# Purpose

To Change the World with Sensibility

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Fashion, theater, film, literature, music, art. We have long expressed through culture the beauty of living and the splendor of being free. And we have constantly explored the potential of the imagination to fashion the future.

Sharing excitement in tune with the times. Drawing and designing with belief in sensibility. Creating, with the focus on people, place, and connection. To change the world with excitement beyond imagining—this is our new vision for the future.

We will join with the next generation to forge a new era by connecting together diverse individualities and sensibilities driven by the imagination and passion of individuals. With sensibility, we will change the world.

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



# Message



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. We hope to realize PARCO’s unique character with our sights on the forefront of the era to build a better relationship with society.

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

We have joined together with local partners where PARCO stores and other business sites are located and with creators and innovators who travel between Japan and other parts of the world. At our respective locations, we create friendships with people who share our sense of individuality and value. This is the purpose of PARCO.

Exploring the potential of the imagination to create the future, we will change the world and create a new era with the younger generation through PARCO’s individuality and values.


















March 2024

Kenji Kawase  
Representative Director, President and Executive Officer

# History of Value Creation: 55 Years of PARCO

<p><b>1969</b> ▶ Opened Ikebukuro PARCO</p> 	<p><b>1975</b> ▶ Opened Sapporo PARCO</p> 	<p><b>1989</b> ▶ Opened Chofu PARCO</p> 	<p><b>1993</b> ▶ Opened Hibiya PARCO</p> <p><b>1994</b> ▶ Opened Ikebukuro P'PARCO</p> <p><b>1994</b> ▶ Opened Hiroshima PARCO</p> 	<p><b>2001</b> ▶ Opened Hiroshima PARCO New Building</p> <p><b>2005</b> ▶ Opened Pedi SHIODOME</p> <p><b>2007</b> ▶ Opened Shizuoka PARCO</p> <p><b>2007</b> ▶ Opened Urawa PARCO</p> 	<p><b>2008</b> ▶ Opened Sendai PARCO</p>  <p><b>2010</b> ▶ Opened Fukuoka PARCO</p> 	<p><b>2014</b> ▶ Opened Fukuoka PARCO New Building</p> <p><b>2016</b> ▶ Opened Sendai PARCO2</p> <p><b>2016</b> ▶ Opened itadakimasu by PARCO (Singapore)</p> <p><b>2017</b> ▶ Opened PARCO_ya Ueno</p> 	<p><b>2019</b> ▶ Opened Kinshicho PARCO</p>  <p><b>2019</b> ▶ Opened the new Shibuya PARCO</p> 	<p><b>2020</b> ▶ Opened Shinsaibashi PARCO</p>  <p><b>2023</b> ▶ Opened HAB@Kumamoto</p> 
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1970s	1980s	1990s	2000s	2010s	2020s
Era of PARCO Founding		Era of PARCO Development		Era of PARCO Evolution	

High economic growth	Stable growth	High Consumption society	Bubble economy	The Heisei Recession (the lost decade)	Surpassed Izanagi economic boom (Japan's rapid growth period from 1965 to 1970)	Worldwide recession	Low growth	Abenomics	Covid-19 pandemic
<p><b>1973</b> ▶ Opened PARCO Theater (formerly named Seibu Theater)</p>  <p style="font-size: small;">Photo by Atsushi Nishimura</p> <p><b>1974</b> ▶ Started Parco Publishing</p>  <p><b>1974</b> ▶ Launched a culture magazine Bikkuri Hausu (Surprise House)</p>	<p><b>1977</b> ▶ Launched marketing information magazine ACROSS Monthly</p>  <p><b>1977</b> ▶ Communicating art culture information Hosted "Wall Paint" event outside of Shibuya PARCO</p> 	<p><b>1980</b> ▶ Started ACROSS fixed-point observation</p>  <p><b>1980</b> ▶ Launched open competitions, the Nippon Graphic Exhibition and the Nippon Object Exhibition</p> <p><b>1988</b> ▶ Opened Shibuya CLUB QUATTRO, a live music venue</p>  <p><b>1988</b> ▶ Launched free paper Gomes</p>	<p><b>1999</b> ▶ Opened CINE QUINTO</p>  <p><b>2011</b> ▶ Started a female creative talent-led culture event Shibukarru Festival</p>  <p><b>2013</b> ▶ Started support for Asia Fashion Collection</p> 	<p><b>2014</b> ▶ Launched PARCO Corporate Message "SPECIAL IN YOU."</p> <p><b>2014</b> ▶ Released POCKET PARCO, the official app</p>  <p><b>2014</b> ▶ Opened collaboration cafe THE GUEST cafe &amp; diner</p>  <p><b>2014</b> ▶ Launched crowd-funding service BOOSTER</p> 	<p><b>2018</b> ▶ Revival open of CINE QUINTO</p>  <p><b>2018</b> ▶ Started support for the NEW VIEW AWARDS, which honors VR content by next-generation creators</p> 	<p><b>2020</b> ▶ Launched the SkiMa working space</p> <p><b>2020</b> ▶ Started the P.O.N.D. (Parco Opens New Dimension) cultural festival</p> <p><b>2020</b> ▶ Started location service business to provide shooting location to movie producers</p> <p><b>2021</b> ▶ Started the Welpla medical and wellness mall</p> 	<p><b>2023</b> ▶ Started the game business</p>  <p><b>2023</b> ▶ Started ONLINE PARCO, a co-creation e-commerce site</p> 		

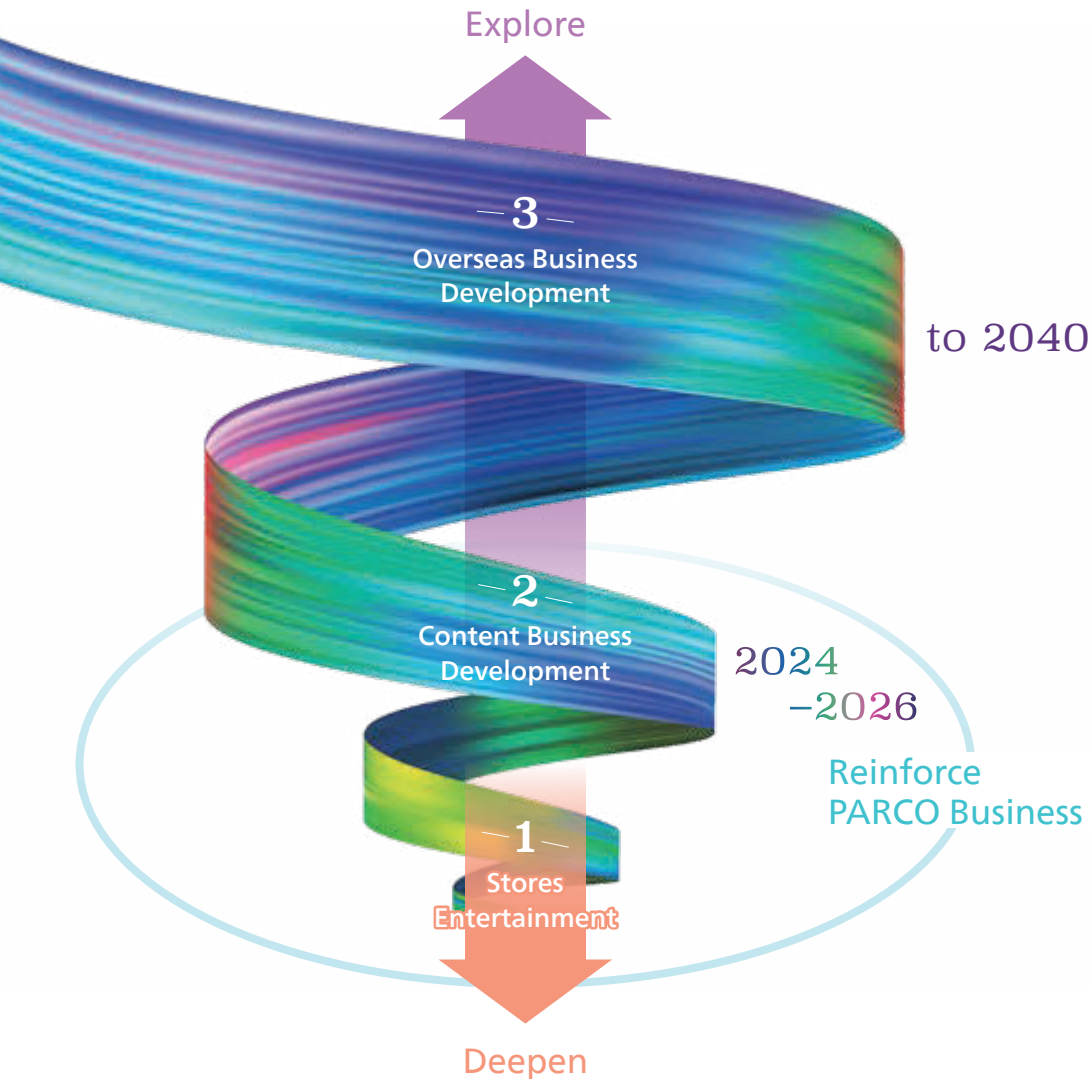


# Medium-term Business Plan (FY2024-2026)

PARCO Medium-term Business Plan (FY2024-2026)

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

## PARCO's Growth Strategy



to 2040

Raise the value of the PARCO business in Japan and aim to develop business overseas by 2040. In addition, in the store business and content business, provide new value to customers that is unique to PARCO.

## Medium-term Business Plan (FY2024-2026)

Polish the core stores business and entertainment business, create a platform for developing new content, raise the value of the content business in Japan, and further expand the business domain. Moreover, increase the efficiency of corporate functions, promote selection and focus for businesses, and consolidate management resources in mainstay businesses.

### Priority Strategies ①

#### Structural Evolution of the Stores Business

- Earnings recovery and growth of core PARCO stores
- Promote diversification of earnings as business development sites
- Expand the customer base

### Priority Strategies ③

#### Expand Content Business

- Expand entertainment domain by utilizing strengths and uniqueness
- Focus on digital entertainment business (games, etc.) and wellness business

### Priority Strategies ②

#### Develop New Business Sites

- Raise area value through the strategic site development of the J. Front Retailing Group
- Nishiki 3-chome 25th Block Plan (tentative name) in Nagoya; scheduled opening in summer 2026

### Priority Strategies ④

#### Reorganize and Strengthen Management Base

- Convert to organization that raises business promotion capability
- Strengthen resource allocation to business divisions

# PARCO Business (Stores)

We develop PARCO shopping complexes throughout the country, from Sapporo in Hokkaido to Fukuoka in Kyushu, and operate each with a store concept matched to the local market. We quickly and accurately accommodate a constantly changing environment at each store, optimize the product mix and management methods geared to the stores' respective target customers, and are building a robust earnings base. We help tenants increase sales in equal partnerships with them by reinvigorating complexes through renovations, advertising and sales promotions to attract customers, and attentive, detailed support. Moreover, since our founding, we have not simply focused on selling products; we have produced new ways of spending time and enjoying life, creating unique forms of culture as a communicator of lifestyles. These initiatives have played a major role in enhancing our corporate brand and differentiating PARCO shopping complexes from competitors.

## Comprehensive Production of Shopping Complexes

PARCO continually works to create more appealing commercial spaces by harnessing our comprehensive capabilities in producing shopping complexes. This includes everything from marketing and event planning in the local area to concept-based shop selection, design of environments, and store operations. We enhance the ability of complexes to draw in customers by conducting an array of advertising and promotional activities and also provide support for safe and secure store operations through daily maintenance and management. Moreover, refurbishments are made regularly and proactively to ensure PARCO sales floors are always fresh and attractive.

### Shibuya PARCO's 50th anniversary: Inheriting tradition and proposing new value



Since its opening, Shibuya PARCO has collaborated with contemporary creators down through the decades to not only provide shopping but also show cutting-edge trends, culture, and art. Celebrating 50 years in 2023, we continue to inherit tradition while keeping pace with the constantly changing district of Shibuya to communicate new culture and value.

## Equal Partnership

PARCO has agreements with tenants that clarify our respective roles. PARCO is responsible for sales promotions and attracting customers to our complexes, while tenants focus on actual sales to customers. The commercial spaces we design give people places to gather and enjoy themselves, earning the support of customers and giving us a strong customer base. Tenants and PARCO are partners—we grow and develop together while sharing each other's values. This principle of equal partnership is a key characteristic of PARCO. Building win-win relationships with tenants built on lasting trust is what supports our own continuing growth.

### Sendai PARCO renovation: Creating experience value distinct to a commercial facility



Sendai PARCO Main building 2nd floor  
Junya Watanabe Man, Comme des Garçon Homme, Comme des Garçon Pocket

We renovated Sendai PARCO in spring 2024 with a focus on adding high-sensitivity, highly original fashion brands. Going forward, we will strengthen fashion and entertainment that is well received globally while also making proposals for the locality as we maximize experience value distinct to a commercial facility.



## Shop Selection and Incubation

When attracting tenant companies to PARCO, we offer standard leasing options in which proposals are made to the market, such as putting out shops that meet diversifying market needs, and also launch innovative shops in formats that accommodate changes in consumer lifestyles and related demand. We also focus on joint development of new shop formats with tenant companies and on incubation, which involves supporting up-and-coming fashion designers and creators as well as companies with promising growth prospects. Active support measures are provided to this end, including holding events that introduce designers to the public and providing areas for young designers to show their work.

### Asia Fashion Collection (AFC)



From the runway show at AFC NY Stage held in February 2024

PARCO has partnered with Vantan to co-sponsor Asia Fashion Collection since 2013, a project for discovering and incubating young fashion designers in Asia that provides opportunities for designers to grow their businesses. In fiscal 2023, we supported runway shows at New York Fashion Week for five young designers from Japan, Korea, and Taiwan that had been selected.

## Producing Entertainment Content as Added Commercial Value

PARCO is actively involved in developing content and promotions, with cultural works such as plays and movies and also trendy, timely content that reflects the times. We also generate hits as a producer in collaboration with diverse sources, creating added commercial value. Thanks to the unique resources possessed by PARCO, it becomes possible to create diverse content, which gives rise to various forms of culture and contact points with stakeholders, which then leads to further content production.

### “Opanchu Usagi Exhibition” of the popular character travels to PARCO stores



Ikebukuro PARCO 7th floor  
PARCO FACTORY

©KAWAISOUNI!

The “Opanchu Usagi Exhibition,” which promotes the appeal of Opanchu Usagi, a highly popular character drawn by the artist Kawaisouni!, was held starting at Ikebukuro PARCO and traveled to PARCOs in Nagoya, Shin-saibashi, Shizuoka, Hiroshima, Sendai, Sapporo, Fukuoka, Matsumoto, and Urawa as well as SAN-A Urasoe West Coast PARCO CITY (Okinawa).

## Communication Using Digital Technology

PARCO uses digital technology as a way to communicate with customers. This includes shop staff members themselves communicating online through Shop News, the e-commerce site ONLINE PARCO, the “secret function” in which sales are made only to select customers, and POCKET PARCO, our official smartphone app, that offers services for various scenarios during a customer’s visit— various functions connect customers with shop staff online and provides sales opportunities to shops.

### “Happy Holidays” campaign with generative AI advertising



The “Happy Holidays” campaign consisted of fashion advertisements that used visual generative AI to enliven the holiday season at PARCO. No photoshoot of models was conducted; everything from the people to the backgrounds was created with generative AI, including the graphics, movie, narration and music. The campaign won an Excellence Prize at the Digital Contents of the Year '23/29th AMD Awards held by the Digital Media Society.

Medium-term Business Plan: Priority Strategies ①

# Structural Evolution of the Stores Business

PARCO Medium-term Business Plan (FY2024-2026)

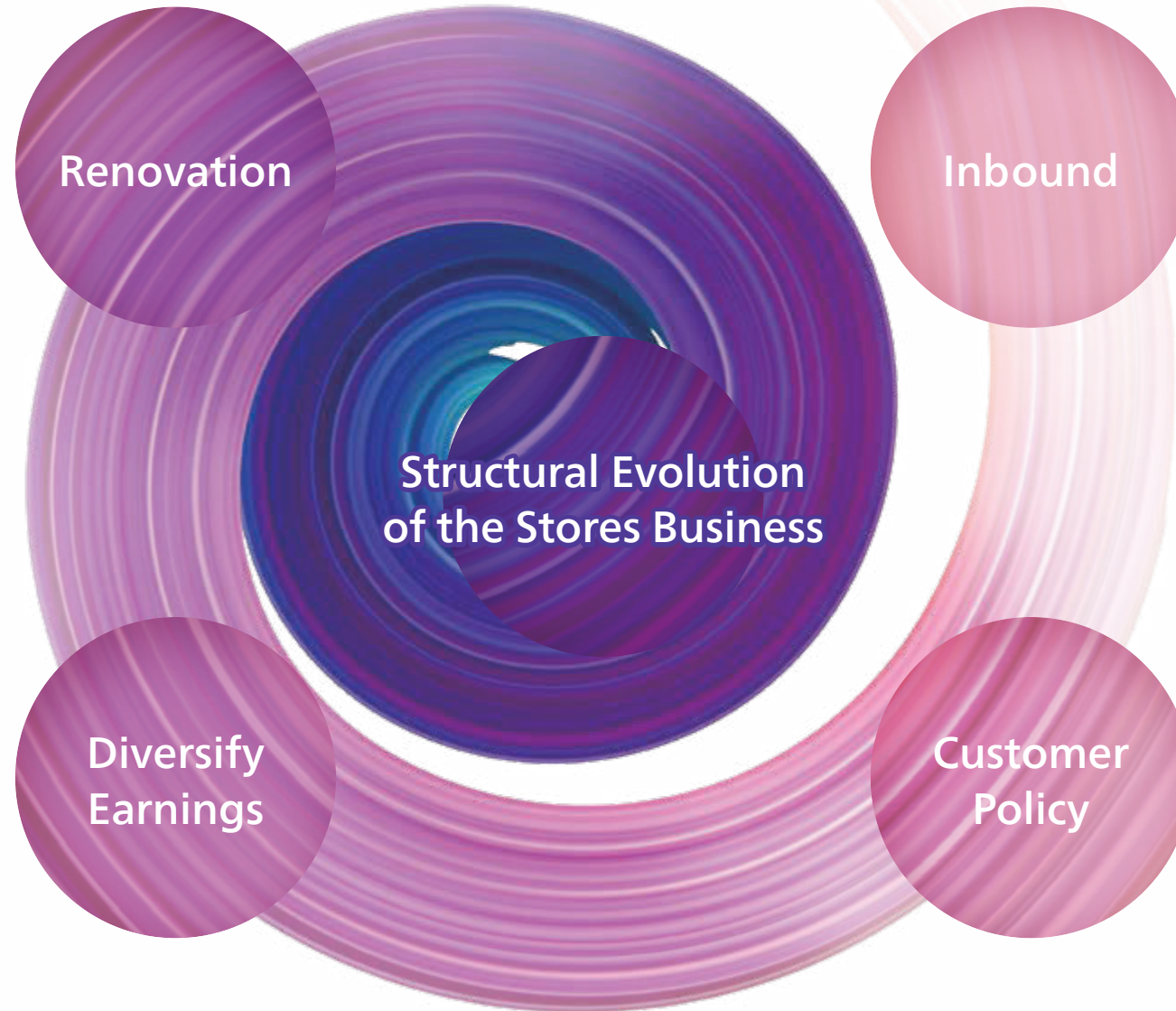
In the stores business, we will focus resources on renovations and promotions and aim to raise earnings and grow again through increased turnover. In addition, we will work to diversify tenant transaction volume through the media business and local production business.

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

- Update building concepts, reorganize floor themes, promote zone renovations
- Work to attract shops, from pop culture to popular luxury brands
- Increase renovation investment

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

- Expand media and the location business to make media out of stores
- Strengthen direct management business by selling fashion and entertainment products on ONLINE PARCO
- Make local-linked projects a source of earnings



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

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

- Promote switching to the new PARCO Card and strengthen acquisition of new members
- Expand services for PARCO Members
- Expand contact points with customers through ONLINE PARCO and original events like exhibitions



Medium-term Business Plan: Priority Strategies ②

# Develop New Business Sites

PARCO Medium-term Business Plan (FY2024-2026)

We promote development of the J. Front Retailing Group’s strategic sites. The Nishiki 3-chome 25th Block Plan (tentative name) is scheduled to open around the summer of 2026, while the Tenjin 2-chome South Block Station Area Tozai Zone Project (tentative name) is envisioned to open in fiscal 2030.

**(Tentative name) Nishiki 3-chome 25th Block Plan**

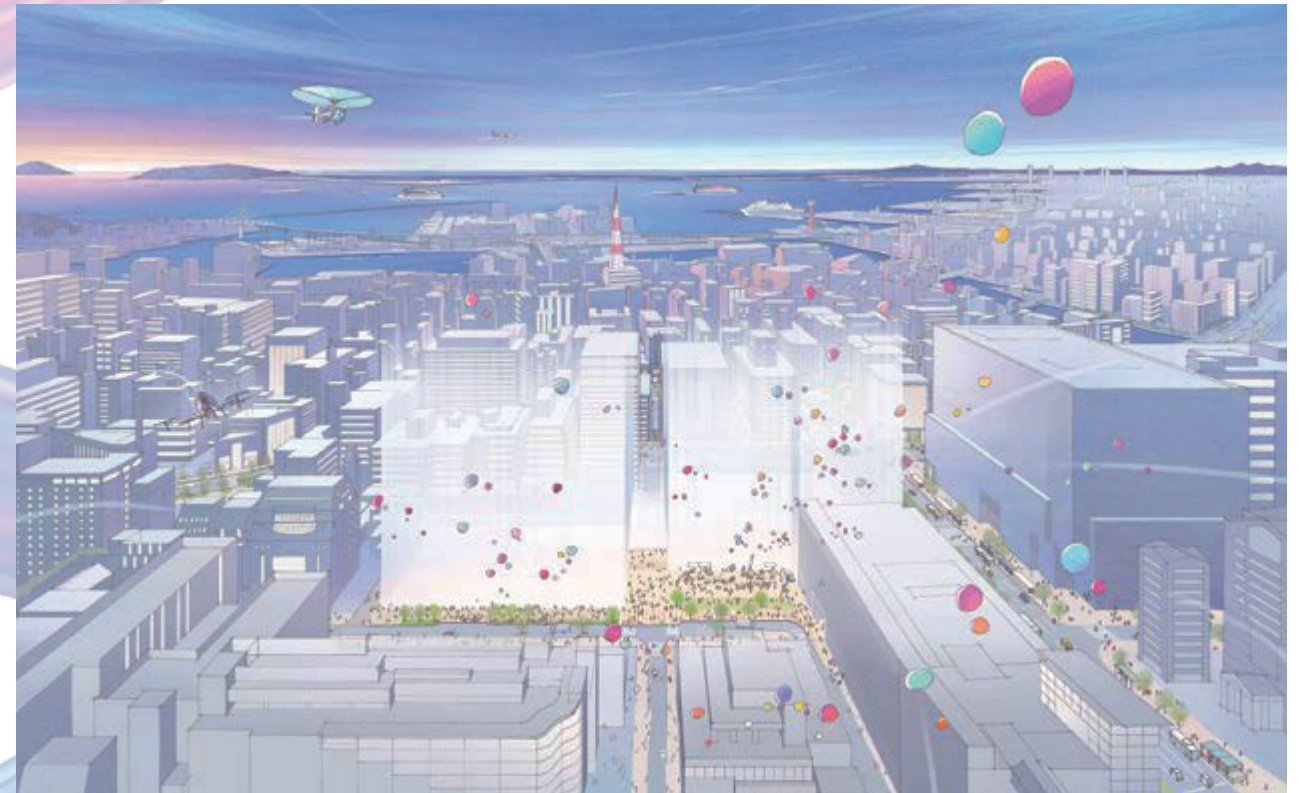
Scheduled to be completed in March 2026 and to open around summer 2026



The commercial facility portion 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 Area Tozai Zone Project**

Scheduled to be completed and to open in fiscal 2030



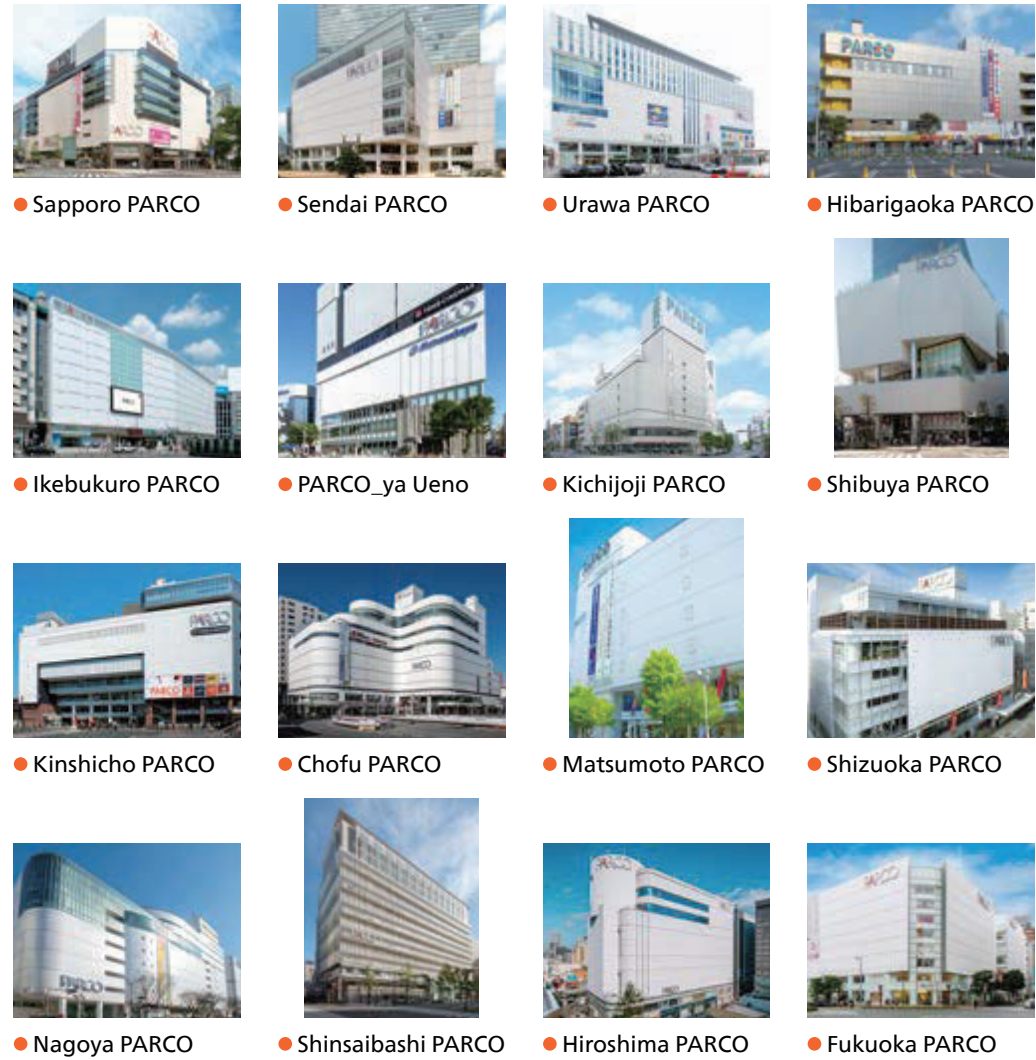
Through the Tenjin 2-chome South Block Station Area Tozai Zone Project Promotion Committee, made up of six members including PARCO, an urban planning proposal was submitted to Fukuoka City in February 2024. Specific considerations are underway aimed at appealing, high-quality urban development that will be an important base for creating vitality in the Tenjin area.



# List of Stores

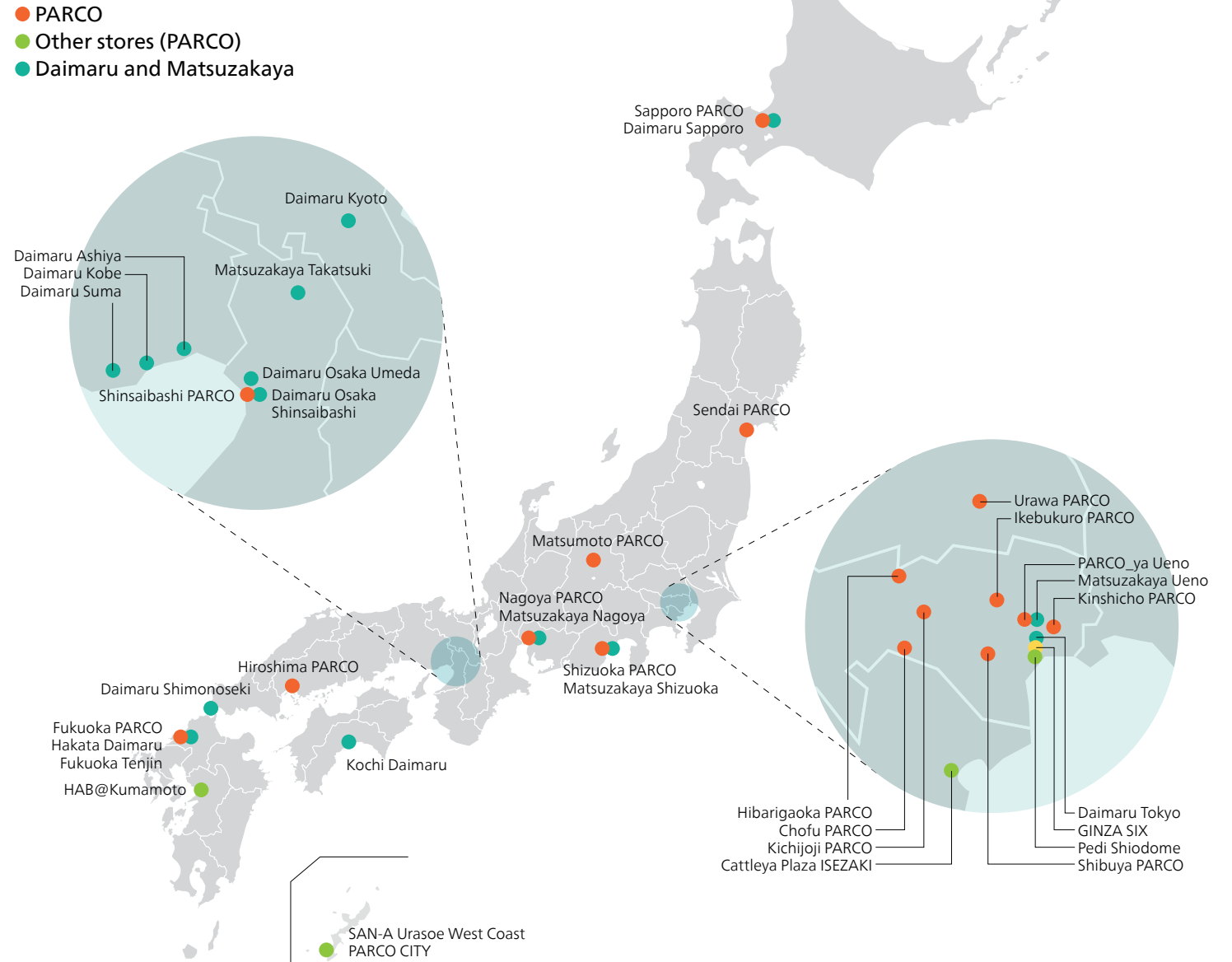
PARCO collaborates in promotions with Daimaru Matsuzakaya Department Stores, a member of the J. Front Retailing Group.

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



## Other stores

- Pedit Shiodome
- Cattleya Plaza ISEZAKI
- HAB@Kumamoto
- SAN-A Urasoe West Coast PARCO CITY





# List of Facilities

## PARCO

### Sapporo PARCO

3-3 Minami-1chiji Nishi, Chuo-ku, Sapporo-shi, Hokkaido  
B2F-8F  
**OPEN** 24 August, 1975

<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  
**OPEN** 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  
**OPEN** 23 November, 1969  
P\*PARCO: B2F-8F  
**OPEN** 10 March, 1994

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

### PARCO\_ya Ueno

3-24-6 Ueno, Taito-ku, Tokyo  
B1F-10F  
**OPEN** 4 November, 2017

<https://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

<https://shibuya.parco.jp.e.aiv.hp.transer.com>

### Kinshicho PARCO

4-27-14 Kotobashi, Sumida-ku, Tokyo  
1F-7F  
**OPEN** 16 March, 2019

<https://kinshicho.parco.jp/en/>

### Chofu PARCO

1-38-1 Kojima-cho, Chofu-shi, Tokyo  
B1F-10F  
**OPEN** 25 May, 1989

<https://chofu.parco.jp/page/storeinformation/?type=recommend&lang=eng>

### Matsumoto PARCO

1-10-30 Chuo, Matsumoto-shi, Nagano  
B1F-6F  
**OPEN** 23 August, 1984

<https://matsumoto.parco.jp/page/storeinformation/?type=recommend&lang=eng>

### Shizuoka PARCO

6-7 Koyamachi, Aoi-ku, Shizuoka-shi, Shizuoka  
B1F-8F  
**OPEN** 15 March, 2007

<https://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

<https://nagoya.parco.jp/en/>

### Shinsaibashi PARCO

1-8-3 Shinsaibashi-suji, Chuo-ku, Osaka-shi, Osaka  
B2F-14F  
**OPEN** 20 November, 2020

<https://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

<https://hiroshima.parco.jp/en/>

### 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/>

## Others

### Pedi Shiodome

1-9-1 Higashi-Shinbashi, Minato-ku, Tokyo  
B2F-B1F, 2F  
**OPEN** 16 February, 2005

[www.pedi-s.com/web/shopguide/english.php](http://www.pedi-s.com/web/shopguide/english.php)

### 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](http://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

## Entertainment 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

<https://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  
**OPEN** 29 June, 1989

<https://www.club-quattro.com/en/nagoya/>

### Umeda CLUB QUATTRO

8-17 Taiyui-cho Kita-ku, Osaka-shi, Osaka  
Plaza Umeda 10th floor  
**OPEN** 13 April, 2012

<https://www.club-quattro.com/en/umeda/>

### Hiroshima CLUB QUATTRO

10-1 Hondori, Naka-ku, Hiroshima-shi, Hiroshima  
Hiroshima PARCO Main Building 10th floor  
**OPEN** 13 April, 2012

<https://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

### PARCO MUSEUM TOKYO

15-1 Udagawa-cho, Shibuya-ku, Tokyo  
Shibuya PARCO 4th floor  
**OPEN** 22 November, 2019

### GALLERY X BY PARCO

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

### TOKYO PARADE goods & Café

15-1 Udagawa-cho, Shibuya-ku, Tokyo  
Shibuya PARCO 6th floor  
**OPEN** 22 November, 2019

### PARCO GALLERY

1-8-3 Shinsaibashi-suji, Chuo-ku, Osaka-shi, Osaka  
Shinsaibashi PARCO 14th floor  
**OPEN** 20 November, 2020

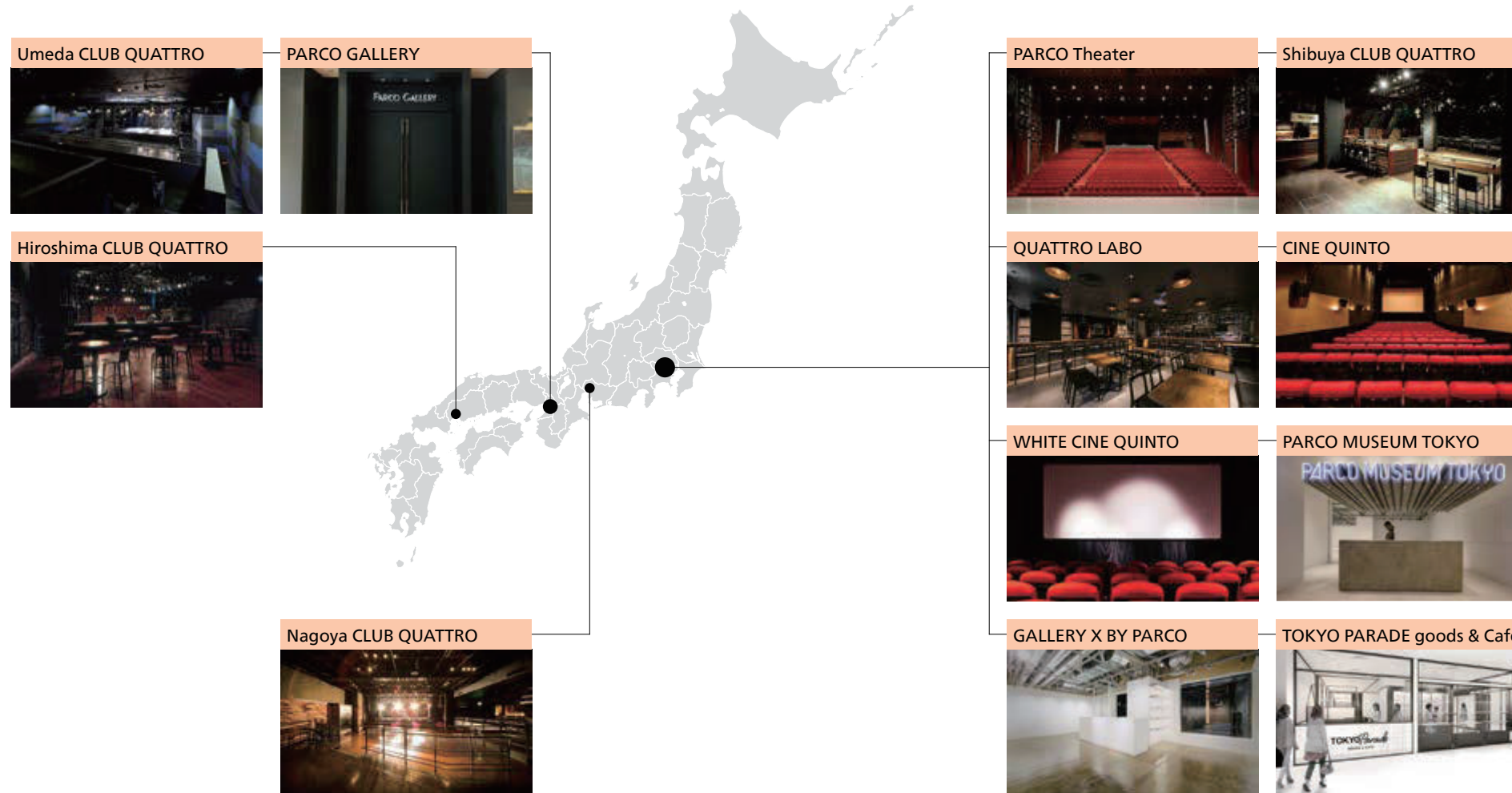


# PARCO Business (Content)

## Entertainment Business

<https://www.parco.co.jp/en/about/business/entertainment/>

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

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.

### Music

CLUB QUATTRO books up-and-coming Japanese and international artists and provides a top-quality live music experience. We also operate QUATTRO LABO, a music café and bar.

### Movies

PARCO operates the movie theaters CINE QUINTO and WHITE CINE QUINTO, conducts film distribution, investment, acquisition and production, and shows a wide variety of Japanese and international movies.

### Gallery/Café

A wide range of entertainment-related projects are carried out in collaboration with other PARCO departments, including exhibition production, gallery planning and management, and collaboration cafés with artists and anime characters.

### Publishing

PARCO is involved in a variety of publications, from art books and practical guidebooks to works of 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

Games are a new form of culture and a ground for communication that connects the world. Through holding e-sports tournaments and introducing indie games, we are creating a new movement in games together with creators and collaborators.



## Games

### Creating new communication in the game business

Since its establishment PARCO has actively introduced various forms of culture, fashion primarily, but also music, art, plays, and movies. We have identified new talent and together opened up new avenues for the future. In September 2023, we established the new Game Division to create new communication and started a game business. Games are positioned as a new form of communication that goes beyond language and national borders. The passion that is then created will be delivered to the world as a new life culture.

### Public viewing of e-sports events (PARCO Theater)



As the PARCO game business, we held a public viewing in June of VCT ASCENSION PACIFIC 2023, the Asian tournament for VALORANT, featuring the e-sports team SCARZ, which was representing Japan.

## Theater

### “Rabbit Hole,” part of a series commemorating the 50th anniversary of PARCO Theater



PARCO Theater celebrated its 50th anniversary in 2023 and staged a series to commemorate the milestone. There was a play with a director at the center of Japan’s theater world, an experimental work with fresh talent, and a cutting-edge director and playwright from overseas. It was an impressive lineup that attracted a large audience. “Rabbit Hole,” staged in April, won the Outstanding Performance Awards at the Yomiuri Theater Awards.

## Music

### SHIBUYA CLUB QUATTRO 35TH ANNIV. NEW VIEW



From June to November 2023 PARCO held SHIBUYA CLUB QUATTRO 35TH ANNIV. NEW VIEW to celebrate the music venue’s 35th anniversary. Over 30 original shows were performed by a total of 50 groups. In addition, recycled goods were sold from among the artists’ personal items, and reusable cups were introduced, as SDGs projects were implemented aiming to create a new image for the club scene.

## Medical Wellness Mall



Welpa is a medical wellness mall that provides services that support the habituation of self-care 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.

### Welpa Urawa opened in February 2024



Welpa Shinsaibashi

The second Welpa, Welpa Urawa, opened in February 2024 on the 7th floor of Urawa PARCO. Japan ranks extremely low among developed countries for breast cancer screening and nearly 60% of women do not get screened. Welpa aims to contribute to an enriched society primarily by supporting solutions to medical and health-related problems facing women in their 20s to 40s, the main customer segment at PARCO.

## Crowd Funding Service



BOOSTER, a crowd funding service, is a mechanism for fundraising and support where people who wish to take on challenges can communicate that fact via the Internet. We contribute to local revitalization and fan generation by partnering in areas with PARCO stores and Daimaru Matsuzakaya Department Stores. In fiscal 2023, around 160 projects were conducted, with support being provided to people taking on challenges and local communities.

Containing 40 years of memories of Shin-Tokorozawa PARCO, commemorative goods production project with special support school



With the closure of Shin-Tokorozawa PARCO, PARCO ran a project to order and create memorial goods. Combining welfare and creativity, local designers joined with students at a special support school to create return goods, which expanded contact between welfare and the wider society.

Project to erect a statue of Toshizo Hijikata in Kyoto's Mibu district 160 years since the formation of the Shinsengumi swordfighters



Partnering with Daimaru Kyoto, a statue of Toshizo Hijikata, the second in command of the Shinsengumi swordfighters, was erected using crowd funding in order to vitalize tourism in the Kyoto Mibu area, the birthplace of the Shinsengumi. Mibudera temple, where the statue was erected, has seen a host of Shinsengumi fans and history-lovers visit the site.



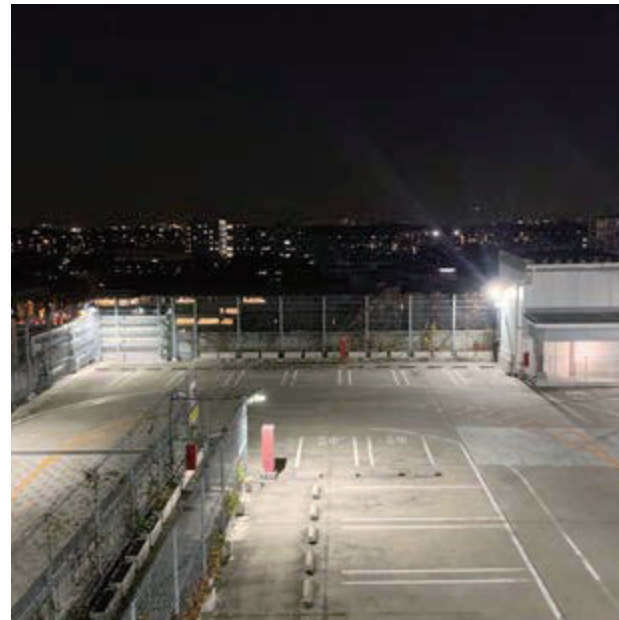
## Location Service

PARCO provides PARCO store space for use in television programs, movies, commercials, magazines and various other media, utilizing locations with good access and well-designed facility space. Every year our space is used for around 50 different productions. For example, at Shibuya PARCO, we provide rooftop plaza space overlooking Shibuya, the spiral-shaped walkway, and indoor space. Allowing the space to be used for media productions can elevate the location to a kind of sacred space that draws fans to it. The aim is to create appeal that motivates new store visits.



Shibuya ROOFTOP PARK

This space is used for live streaming by famous artists and also as the location for new music releases. Many fans come to Shibuya PARCO to visit this now sacred space.



Roof of parking structure next to Chofu PARCO

For a certain TV drama, an impressionable scene was shot here featuring cast members talking inside a car parked in the parking structure.

## Online Magazine “ACROSS”

“ACROSS” is media managed by a PARCO think tank that started in 1977. It researches street fashion marketing by observing people, things and the city based on fixed-point observation conducted every month since August 1980. 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.



Fixed-point observation at Harajuku

Fixed-point observation—qualitative surveys and research of young people and fashion—has been conducted at three sites, Shibuya, Harajuku, and Shinjuku, since August 1980.



“Street Fashion 1980-2020: 40 Years of Fixed-Point Observations”

40 years of fixed-point observations were collected and published as a book by PARCO Publishing in August 2021. The book has been a hit since it was first published and as of May 2024 is in its fifth printing.



Medium-term Business Plan: Priority Strategies ③

# Expand Content Business

PARCO Medium-term Business Plan (FY2024-2026)

In the growing content market, which includes entertainment and culture that draws on our originality and strengths, we will conduct research and development with J. FRONT RETAILING and build a base for a new business.

## Entertainment Business

We will aim for business growth by providing appealing content that leverages our outstanding ability to attract an audience by providing top draws for over 50 years. In addition, by utilizing networks established through development of a wide variety of genres and fusing this with new technologies we will contribute to PARCO's branding.

Shibuya PARCO 8th floor  
PARCO Theater



## Digital Entertainment Business

In the game field, through collaboration with partner companies, we will utilize the e-sports team SCARZ, which is a Group company, and newly promote the game-related business overall.

SCARZ fans meeting at the Neon Restaurant Street on the second underground floor of Shinsaibashi PARCO



## Content (Production) Business

We will develop events and products that will constitute new value through collaboration with works, artists, characters and games 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.

"The World of Shirow Masamune" to be held in spring 2025  
Organizers: Setagaya Literary Museum, Kodansha, PARCO



© Shirow Masamune/ Kodansha

## Wellness Business

We are developing medical malls within PARCO stores in order to propose new wellness healthcare for cultivating pre-symptomatic awareness, and will develop services that utilize know-how obtained thus far, our networks, editing power and production power.

Shinsaibashi PARCO 10th floor  
Welpa Shinsaibashi





# PARCO Sustainability

With a strong commitment to providing sustainable lifestyles that excite people, PARCO creates new value with the next generation that can be shared broadly in society. We strive to incorporate sustainability into all corporate activities, promote projects integrated with corporate strategy, and co-create in collaboration with all stakeholders to further develop our businesses. PARCO promotes activities in line with the five materiality issues established by the J. Front Retailing Group, and by working to create shared value by fusing sustainability and business we will create well-being in the lives of stakeholders.

## Five Materiality Issues of the J. Front Retailing Group



## PARCO Initiatives

<b>Adding excitement to life</b>	With values diversifying, we will generate cultural value that excites people and broadcast to the world enriched lifestyles
<b>Enhancing community vitality</b>	We strengthen bonds with communities and identify and communicate local appeal to provide new experiences to people gathered in communities and enhance community value
<b>Creating a society that co-exists with the environment</b>	To achieve the goal of net zero emissions in 2050, we will work to decarbonize the entire supply chain and promote a circular economy
<b>Increasing the number of value co-creation partners</b>	We will generate new value by co-creating with tenants, customers, other stakeholders, and with the next generation, which is brimming with creativity
<b>Empowering diverse human resources to shine</b>	We will flexibly adapt to changing conditions, establish environments and mechanisms for people with different personal characteristics to flourish, and realize sustained growth for human capital and the company

## Cultural value creation

**PARCO ART & CULTURE DAYS** where art and culture join together all PARCO stores



PARCO held PARCO ART & CULTURE DAYS at all PARCO stores in October 2023. Locally rooted culture in each of the cities with a PARCO store cut across the entire nation. Over 400 groups of artists exhibited their energetic works and held events at PARCO.

### PARCO Advertising Exhibition: Advertising PARCO 1969-2023



PARCO advertisements have been made with the help of the top creators of the times and have been continually issued as expressions that overcome the commercial and advertising category genre. Commemorating Shibuya PARCO's 50th anniversary, an exhibition of PARCO advertisements, Advertising PARCO 1969-2023, was held in November 2023. Starting in 1969, when PARCO was established, the exhibition took an overall view while reinterpreting the over half-century of advertisements from a contemporary perspective.

## Increasing local appeal

**COFFEE CITY FESTIVAL** at Sapporo PARCO and Shinsaibashi PARCO



Based on the concept that a city's culture is created by its coffee shops, the fourth COFFEE CITY FESTIVAL, which enlivens the city's coffee shops, was held at Sapporo PARCO in May 2023 and included the experience of making drip coffee. In November, the event was held at Shinsaibashi PARCO and the aroma of coffee wafted out onto the Midosuji street in front of the store.

### Fall Sustainability Festival 2023 at Kinshicho PARCO



Kinshicho PARCO is engaged in "sustainable cities and communities" and "responsible consumption and production", two of the SDGs. In September 2023, the Fall Sustainability Festival 2023 on the theme of the SDGs was held with the backing of the Tokyo Metropolitan Government and Sumida City. Centering on food drives and workshops, there were 20 events for enjoyable learning about the SDGs over two days.

## For a carbon-free society

**Upcycling using waste materials from Tsudanuma PARCO** after its closure



PARCO engaged in an upcycling project that creates new added value with the power of technology and design for items that no longer had a use after the closure of Tsudanuma PARCO in February 2023. The project included products that used flags that were part of the store's decorations and shoes made from the exterior hanging banner while the well-designed entrance door handles were given new life and turned into a product.

### Recycle/reuse event at PARCO stores



PARCO stores participate in recycling and upcycling for fashion apparel and general merchandise. In November 2023, Urawa PARCO held an event in partnership with Saitama Prefecture and Fukuoka PARCO held SUSTAINABLE WEEK. Clothes and writing implements (Urawa) and cosmetics (Fukuoka) were recycled, and upcycling workshops and markets were held for used clothing.



## Co-creation with stakeholders and the next generation

### Joint NFT project with PARCO and ¥u-Gi-¥n Virtual World Integrated Resort



Since fiscal 2022 PARCO has conducted business verification specifically for the creation and sale of NFT art in the Web 3.0 domain. In November 2023, we produced a joint project with ¥u-Gi-¥n Virtual World Integrated Resort, and collaboration events with popular NFTs in Japanese and overseas were held at Shibuya PARCO.

### SELF-CARE ACTION DAYS, an event to think about women’s physical and mental health



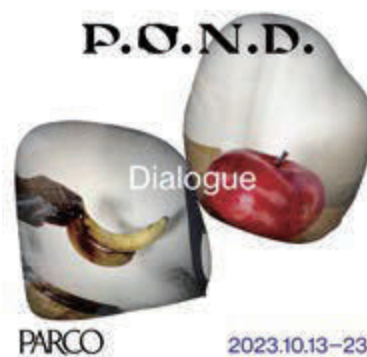
Aligned with International Women’s Day, SELF-CARE ACTION DAYS were held jointly with H.U.POcKeT Inc. and Bizell Corporation in March 2024 at the medical wellness mall Welpa Shinsaibashi. Various choices for healthcare action were proposed, opportunities were created for solving health issues, and contributions were made to raising health literacy.

### NEWVIEW FEST 2023 A gathering of creators on the frontlines of XR culture



Joining with STYLY and Loftwork, PARCO is promoting NEWVIEW, a project aimed at exploring new 3D expression with XR and fostering artists involved in it. In December 2023, a multifaceted event NEWVIEW FEST 2023 was held at Shibuya PARCO, and over 50 groups of artists and creators performed live music and gave other types of performances.

### P.O.N.D. 2023 Dialogue: Encountering new conversation



Since its opening, PARCO has supported new talent. Symbolic of this is the P.O.N.D. (PARCO Open New Dimension) Festival of art and culture, which was held for the fourth time at Shibuya PARCO in October 2023. Alternative dialogue between artists and critics, between artists, and between critics took place, formed by the relationship between the artist and the exhibition space.

## D&I and fulfilling work

### Alumni hiring to create the future together with PARCO



To create the future of PARCO, PARCO makes use of referral hiring in which referrals are made by employees, and also is strengthening career hiring in specialized divisions. Moreover, in order to hire people with a strong understanding of PARCO culture and the ability to generate PARCO value, we introduced an alumni hiring program in July 2023 to hire back people who had previously left the company.

### In all the colors of the rainbow, Shibuya PARCO’s PRIDE 2024



Continuing on from 2023 Shibuya PARCO held PRIDE 2024, a diversity-themed event in April 2024. The store was adorned in rainbow colors inside and out, and special events, performances, and exhibitions were held to inspire thinking on the importance of diversity, various viewpoints, and living in one’s own way.

# PARCO by the Numbers (As of February 29, 2024)

 **Gross sales\*** **¥297 billion**

 **Employees** **666**

 **Male to female ratio** **50:50**

 **Ratio of female managers** **28.0%**

 **Ratio of employees taking childcare leave** **100.0%**

## Awards

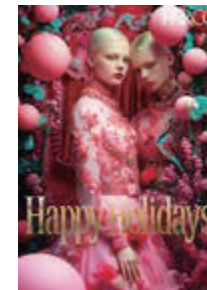
Shibuya PARCO received a special 50th Anniversary Award at the Japan SC Awards

Shibuya PARCO received the Fighting Spirit Award at the Senken Shimbun Developer Awards

Shibuya PARCO and Hulic Building won a BCS Award at the Japan Federation of Construction Contractors Awards 2023




The “Happy Holidays” generative AI ad campaign won an Excellence Prize at the Digital Contents of the Year '23/29th AMD Awards



PARCO received a GOLD rating in the PRIDE Index, which evaluates LGBTQ+ initiatives, for the third consecutive year



 **Number of PARCO stores** (As of March 1, 2024) **16 stores**

 **Total number of shops in all PARCO stores** (As of March 1, 2024) **2,258 shops**

 **Number of POCKET PARCO app downloads** **Approx. 2.33 million downloads**

 **Recycling rate at PARCO stores** **73.5%**

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



# About the PARCO Group

<https://www.parco.co.jp/en/about/group/>

The PARCO Group centers on PARCO CO., LTD. and includes PARCO SPACE SYSTEMS CO., LTD., which creates space and manages facilities, PARCO Digital Marketing CO., LTD., which provides solutions that enhance the customer experience in real and digital space and business improvements for commercial facilities and a diverse range of other companies, and PARCO (Singapore) Pte Ltd, which develops shopping complexes in Asia, creates software content, produces restaurant projects, and provides consulting services for commercial facilities.

## PARCO SPACE SYSTEMS CO., LTD.

PARCO SPACE SYSTEMS

Art space that handles all design, construction and installation



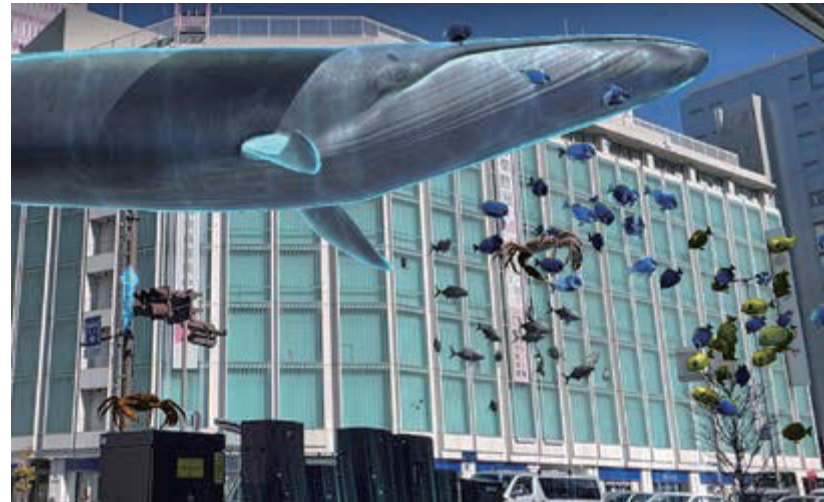
SHUTL

PARCO SPACE SYSTEMS handled all construction and installation and capsule installation for SHUTL, which opened in Higashi-Ginza in October 2023. SHUTL, which is managed by Shochiku Co., Ltd., is a laboratory-like art space that utilizes two capsules from Nakagin Capsule Tower designed by the architect Kisho Kurokawa, which was torn down in 2022, to connect traditional and modern in new ways.

## PARCO Digital Marketing CO., LTD.

PARCO DIGITAL MARKETING

Produced XR Aquarium, AR content in outdoor space



XR Aquarium at the Matsuzakaya Shizuoka Store

PARCO Digital Marketing, which provides ways to enhance the customer experience in real and digital spaces and solutions that improve business, started an XR consulting service in 2023 and provided a new customer experience at real stores, including the XR Aquarium at Matsuzakaya Shizuoka Store. It has installed more than 1,000 digital signs at commercial facilities. From retail media planning to online marketing, the company provides support for over 450 commercial facilities.

## PARCO (Singapore) Pte Ltd

[www.parco.com.sg](http://www.parco.com.sg)

PARCO SINGAPORE

Producing commercial operations and events in Singapore through "food"



itadakimasu by PARCO (Singapore)

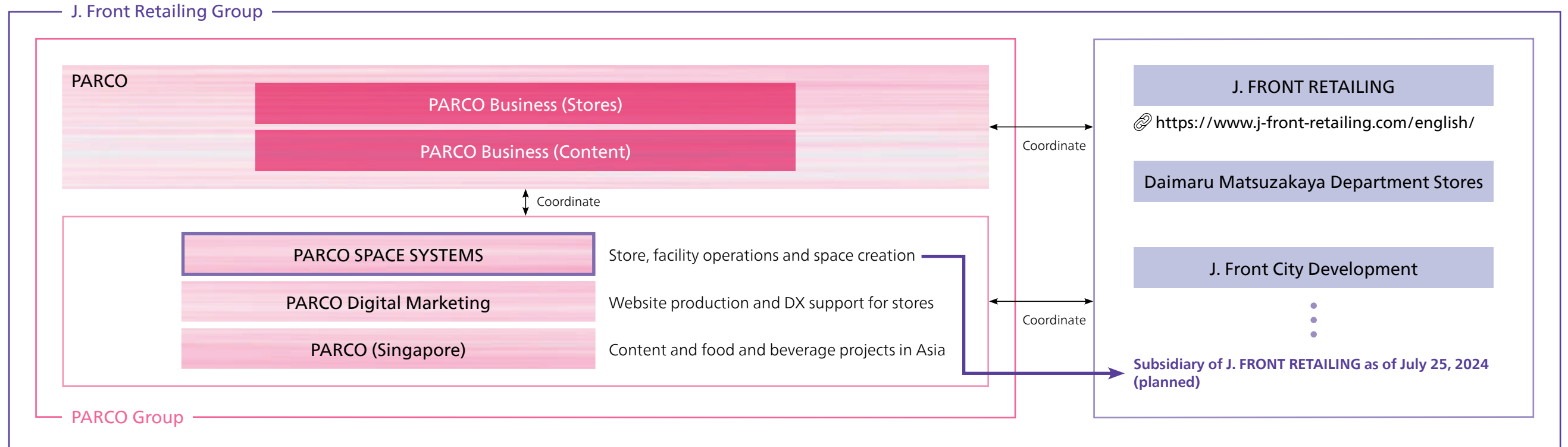
PARCO (Singapore) held special events on Japanese food and culture in Singapore in April and June 2023 to commemorate the ten-year anniversary of Japanese food being named UNESCO Intangible Cultural Heritage through itadakimasu by PARCO, a Japanese restaurant zone managed locally. Going forward, based on itadakimasu by PARCO, we will provide a more enriching way of life in Singapore through food.

# 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.

## Reorganization within J. Front Retailing Group

As a result of reorganization within the Group, with a scheduled effective date of July 25, 2024, PARCO will provide a dividend in kind on shares in PARCO SPACE SYSTEMS to J. FRONT RETAILING and through this, PARCO SPACE SYSTEMS will become a subsidiary of J. FRONT RETAILING. The company will no longer be a wholly owned subsidiary of PARCO, but the business alliance with PARCO will continue as it is and the J. Front Retailing Group will increase its specialization and demonstrate its strength as a space creation and facilities management company.





# About PARCO

## Corporate Profile (As of February 29, 2024)

<https://www.parco.co.jp/en/about/>

<b>Company Name</b>	PARCO CO., LTD.
<b>Headquarters</b>	1-28-2 Minami-Ikebukuro, Toshima-ku, Tokyo 171-0022, Japan
<b>Head Office</b>	Shibuya First Place Bldg. 8-16 Shinsen-cho, Shibuya-ku, Tokyo 150-0045, Japan
<b>Founded</b>	February 13, 1953
<b>Paid-in Capital</b>	¥34,367 million
<b>Parent Company</b>	J. FRONT RETAILING Co., Ltd.
<b>Employees</b>	666 <male 335, female 331>

## Organization Chart

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

## Corporate History

<https://www.parco.co.jp/en/about/history/>

<b>1953</b>	Feb.	Established Ikebukuro Station Building Co., Ltd.	<b>2002</b>	Apr.	Opened Shibuya ZERO GATE
<b>1954</b>	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	<b>2005</b>	Feb.	Opened Peda SHIODOME
<b>1957</b>	May	Changed company name to Tokyo Marubutsu Co., Ltd.	<b>2007</b>	Mar.	Opened Shizuoka PARCO
	Dec	Started operation of department store under the name Tokyo Marubutsu		Oct.	Opened Urawa PARCO
<b>1969</b>	Nov.	Opened Ikebukuro PARCO	<b>2008</b>	Aug.	Opened Sendai PARCO
<b>1970</b>	Apr.	Changed company name to PARCO CO., LTD.	<b>2010</b>	Mar.	Opened Fukuoka PARCO
<b>1973</b>	Jun.	Opened Shibuya PARCO	<b>2017</b>	Nov.	Opened PARCO_ya Ueno
<b>1975</b>	Aug.	Opened Sapporo PARCO	<b>2019</b>	Mar.	Opened Kinshicho PARCO
<b>1980</b>	Sept.	Opened Kichijoji PARCO		Jun.	Opened SAN-A Urasoe West Coast PARCO CITY
<b>1984</b>	Aug.	Opened Matsumoto PARCO		Nov.	Opened the new Shibuya PARCO
<b>1988</b>	Aug.	Stock listed on the 1st Section of the Tokyo Stock Exchange	<b>2020</b>	Mar.	Became wholly owned subsidiary of J. FRONT RETAILING Co., Ltd.  Delisted from Tokyo Stock Exchange
<b>1989</b>	May	Opened Chofu PARCO		Sept.	Real estate business (excluding some portions) transferred from Daimaru Matsuzakaya Department Stores Co., Ltd.
	Jun.	Opened Nagoya PARCO		Nov.	Opened Shinsaibashi PARCO
<b>1993</b>	Oct.	Opened Hibarigaoka PARCO	<b>2023</b>	Mar.	Development business (excluding some portions) transferred to J. Front City Development Co., Ltd.
<b>1994</b>	Apr.	Opened Hiroshima PARCO			

PARCO

[www.parco.co.jp/en/](http://www.parco.co.jp/en/)