

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)

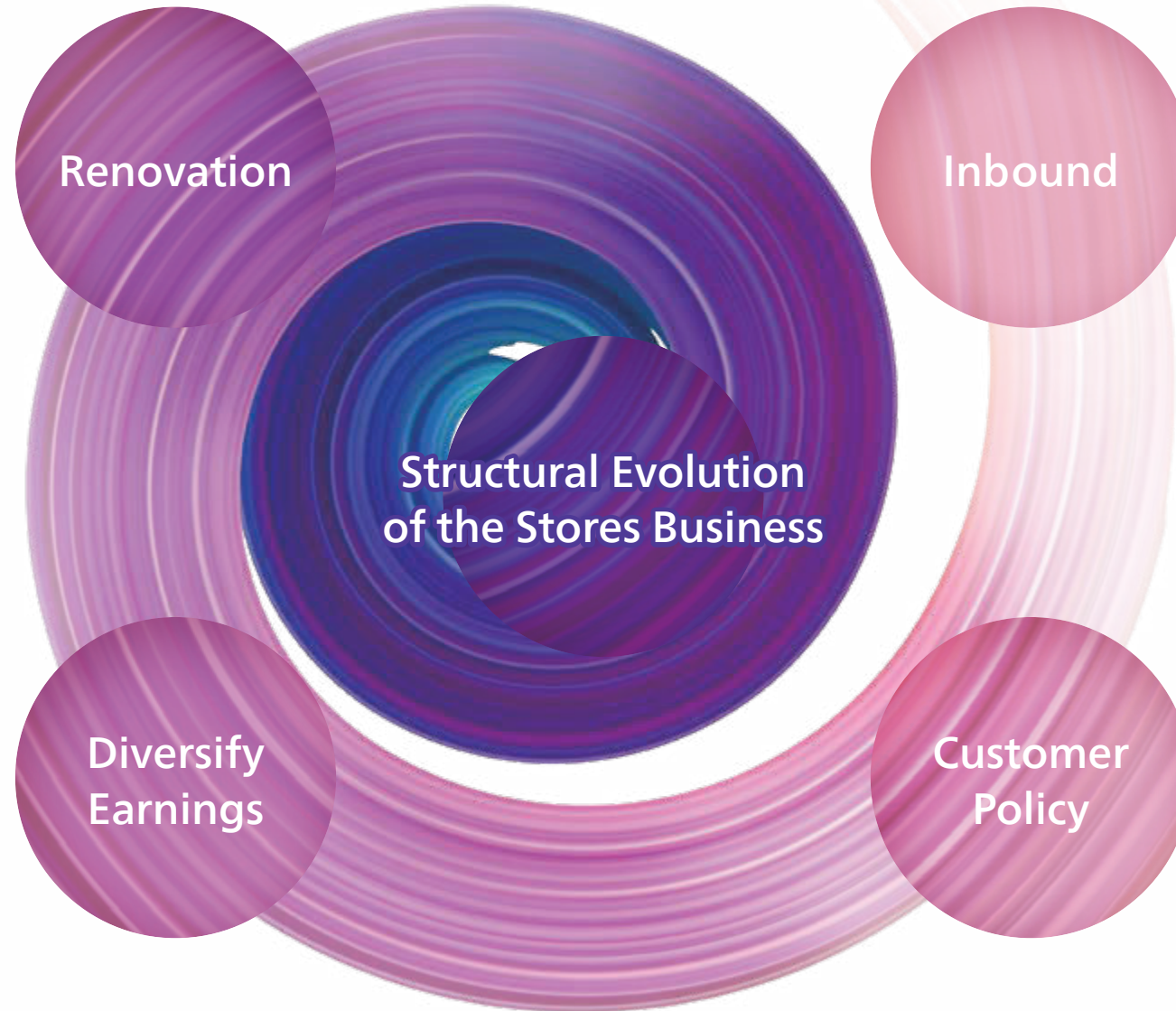
In the stores business, we will focus resources on renovations and promotions and aim to raise earnings and grow again through increased turnover. In addition, we will work to diversify tenant transaction volume through the media business and local production business.

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

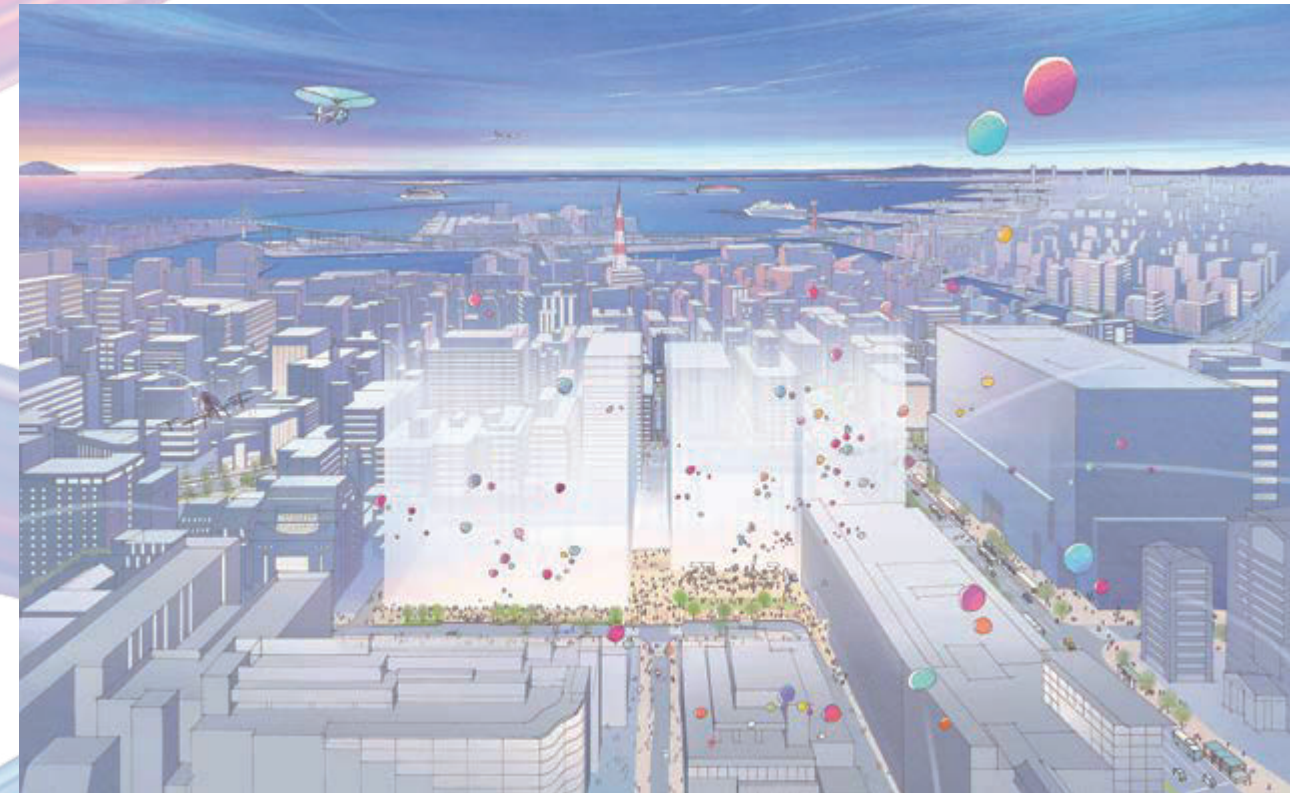
Scheduled to be completed in March 2026 and to open around summer 2026



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

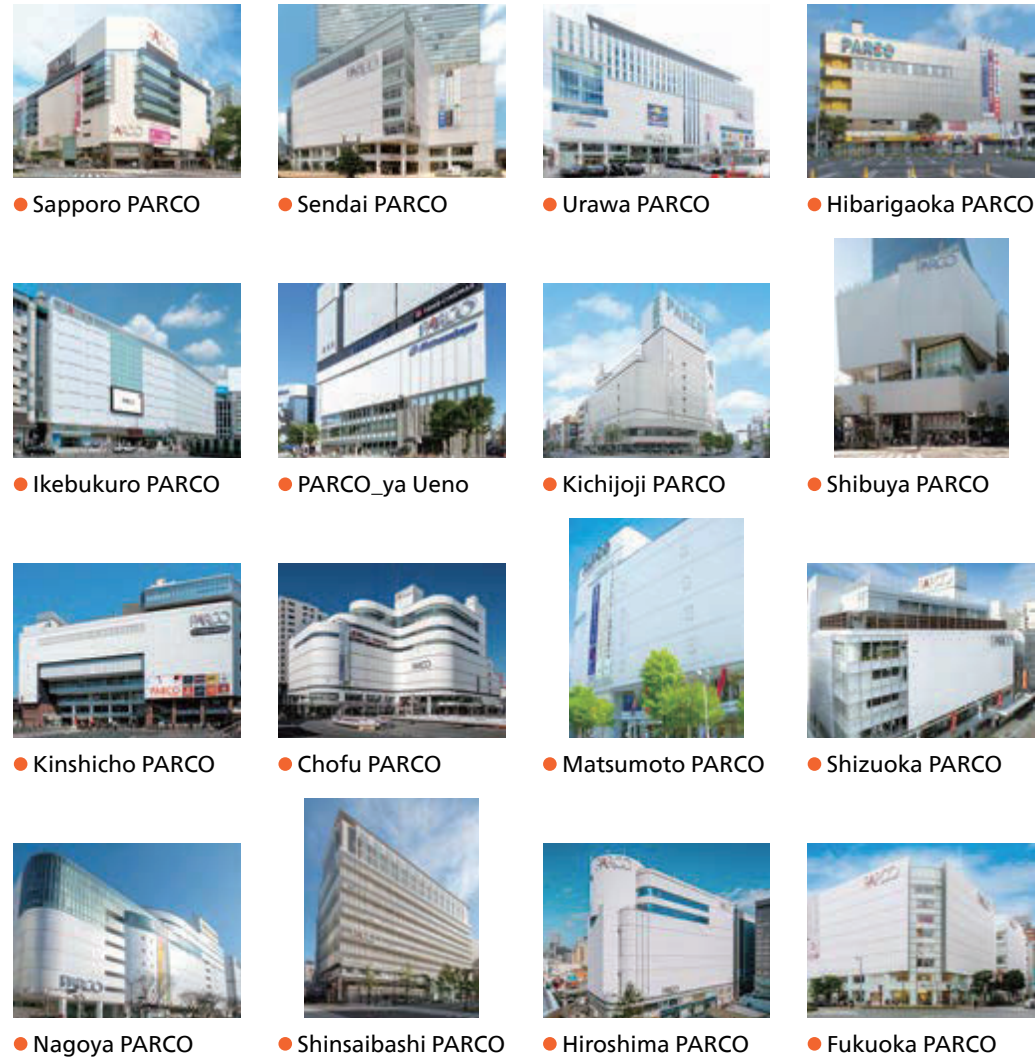


Through the Tenjin 2-chome South Block Station Area Tozai Zone Project Promotion Committee, made up of six members including PARCO, an urban planning proposal was submitted to Fukuoka City in February 2024. Specific considerations are underway aimed at appealing, high-quality urban development that will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

List of Stores

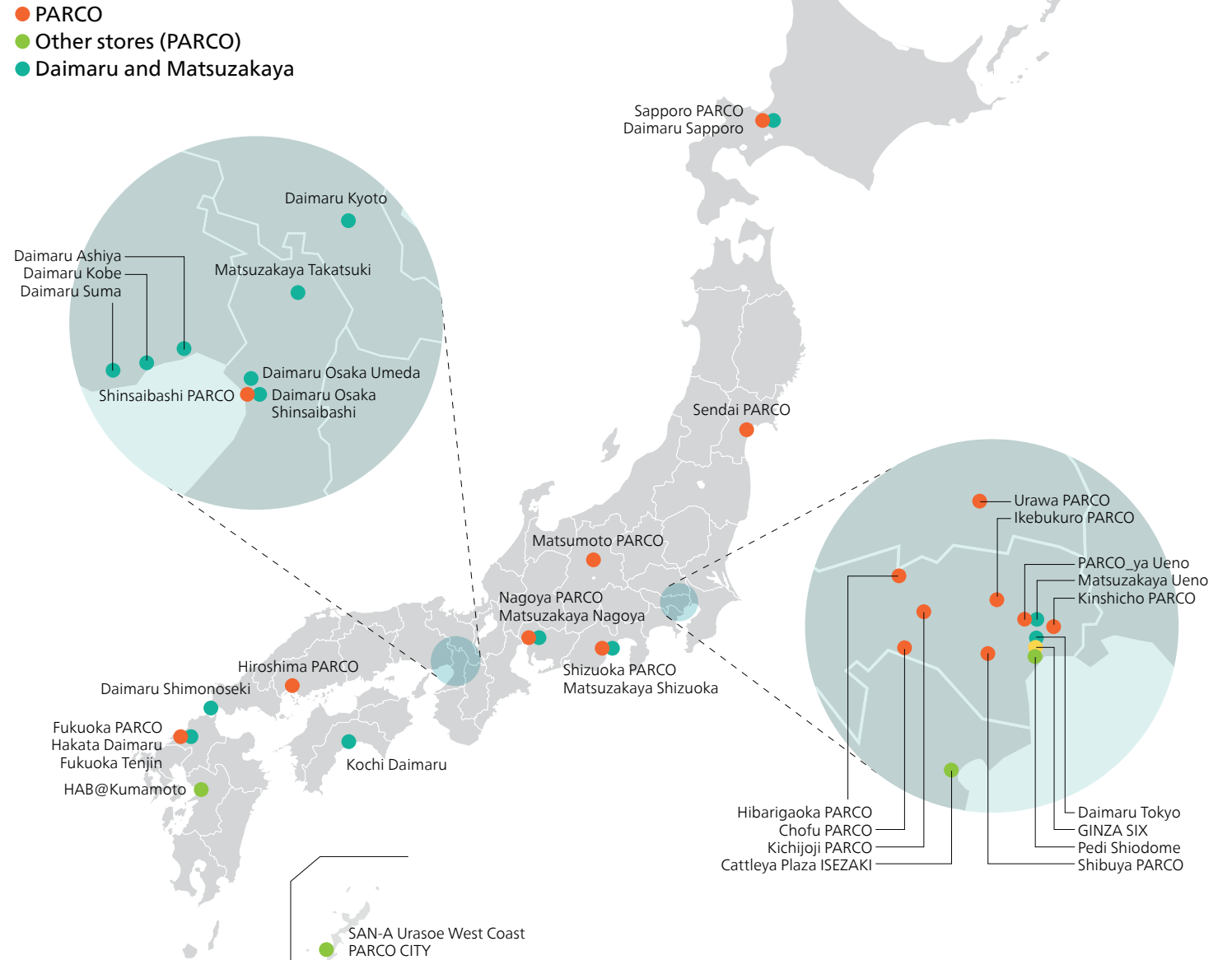
PARCO collaborates in promotions with Daimaru Matsuzakaya Department Stores, a member of the J. Front Retailing Group.

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



Other stores

- PEDI 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

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

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