

August 27, 2021
PARCO CO., LTD.

PARCO Enters Medical Mall Development and Operation Business with New Business in Wellness Field

First Location of the Welpa Mall to Launch November 2021 in Shinsaibashi PARCO

PARCO Co., Ltd. ("PARCO") hereby announces its entrance into the medical mall development and operation business with a new business in the wellness field, Welpa, a medical wellness mall that provides integrated medical care, products and services. The first Welpa location will open on the tenth floor of Shinsaibashi PARCO in November 2021.

A promotional graphic for Welpa. The background is a light, textured surface with diagonal lines. On the left, there is Japanese text: 'パルコがはじめる' (PARCO starts) and '新しいウェルネス' (New Wellness). Below this is the word 'Welpa' in a large, bold, black serif font. Underneath 'Welpa' is the text 'CLINIC, SHOP & SERVICE' and '2021.11 OPEN @心齋橋PARCO'. On the right side, there is a circular inset image showing two women in a warm, golden light, one with her hand near her face. A small circular logo with the letters 'Wp' is overlaid on the bottom left of the circular image.

パルコがはじめる
新しいウェルネス

Welpa

CLINIC, SHOP & SERVICE

2021.11 OPEN @心齋橋PARCO

PARCO is launching its wellness business with the aim of enabling individuals to create healthy, enriched lives in their own personal style. As a first step, PARCO will launch Welpa, a new medical wellness mall that will provide an environment where women—who are compelled to make many choices as they experience considerable physical and mental changes with each life stage—can enjoy their own transformation while also engaging with their bodies and minds.

Starting with its first location in Shinsaibashi PARCO, expansion to PARCO and Daimaru/Matsuzakaya department stores throughout Japan will be considered, with Welpa launching as one of PARCO and J. Front Retailing Group's future concepts for the content business.

■Business Description

Welpa will provide medical care, products, services and events highlighting concepts ranging from “understanding and learning” to “experiencing and treating” in order to address issues faced by the “health indifferent” and “health conscious” populations of 20- to- 40-year-olds who are currently not habitually undertaking appropriate actions to understand and care for themselves.



■Business Model

With PARCO as the commissioning business entity, Welpa will be developed through collaboration with business and cooperative partners, and each Welpa mall will attract and individually operate retailers, including “clinics” and “products and services,” that share the philosophy of the wellness business. Additionally, business development will progress through providing online services that enhance the convenience of utilizing Welpa locations and delivering points of contact with a variety of related information.

The wellness business is an open innovation style joint undertaking in which development will be carried out in partnership with existing PARCO-hosted shops and start-up companies. Business partners include Smartmedical Corp., a specialist in the medical field, and dricos, Inc., which is developing a healthcare automation business using digital technology. Other partners are also cooperating in the promotion of social and health issues and the development of new value in the wellness business, including Ms. Asako Tsuji, as branding director, and fermata inc., as the lounge operation partner.

■Name

Welpa is an abbreviation for Wellness PARCO. As a new type of wellness created by PARCO—meaning "park" in Italian—Welpa represents PARCO's desire to create a "wellness park" that everyone can enjoy.

■Overview of Welpa's First Location

Name: Welpa Shinsaibashi

Location: Shinsaibashi PARCO 10F (1-8-3 Shinsaibashi-suji, Chuo-ku, Osaka, Osaka)

Structure/Composition: Clinics: OBGYN, Dermatology/Cosmetic Dermatology, Dentistry

Products/Services: 4 Shops, Lounge/Gallery

Opening Date: November 2021 (Planned)

Further details will be announced in October.