

PARCO CO., LTD.
FY2012 First Half Results
Investor Presentation
TSE 1st Section 8251



I FY2012 H1 results overview

Consolidated net sales were up 3.6% from the same period the previous year and operating profit rose 20.6% (quarterly net income was up 9.6%)

Sales and profits grew in H1 due not only to PARCO's strong performance as a result of active renovations in FY2011 and FY2012 and the strengthening of the card scheme, but also due to strong performance at Neuve A. Income exceeded forecasts. Since Q2 2011, existing stores have continued to improve performance from the previous year

II FY2012 H1 achievements and future plans

Existing store renovations: Renovated 28,000m² in H1, exceeding initial targets

Renovated zones achieved double-digit sales increases over the same period in the previous year

Existing store renovation target: Approximately 24,000m² scheduled for thematic renewal in H2

Store card: Introduction of new PARCO Card under the theme of "ease of use from the customer perspective"

Domestic store development: Pursued ZERO GATE business model of low to medium-rise urban shopping complexes

Overseas business strategy: Offer platform to transmit Shibuya fashion in Singapore. Established a local corporation entrusted with the operation and management of commercial facilities in Suzhou

Retail business: Opened four stores in H1. Four more to follow in H2 and plan to expand store network to 160 stores

Space engineering and management business: Received orders for LED conversion. New contracts in hotel guest room business. Increased cost efficiency

E-commerce business: Web production business is strong due to new orders for EC site production

Entertainment business: Hits with high-quality theatre and film content. Production of topical content also planned for H2

III CSR activities

Strengthen ongoing CSR activities under the themes of the environment and contributing to society and implement next generation fashion creator outreach

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1. FY2012 H1 Consolidated results

5/31

H1 income exceeded forecasts on strong performance at PARCO CO., LTD. and NUEVE A CO., LTD. Financial standing improved by conversion of PARCO CO., LTD. convertible bonds, etc.

Unit: Million yen

Consolidated	FY2012 H1 (Mar.-Aug.)	FY2011 H1 (Mar.-Aug.)	Change ¥	Change%	Initial forecasts	Change ¥	Change %
Net sales	128,337	123,844	4,492	103.6%	132,000	(3,662)	97.2%
Operating income	4,858	4,030	827	120.5%	4,800	58	101.2%
Ordinary income	4,554	3,967	587	114.8%	4,500	54	101.2%
Net income	2,237	2,042	195	109.6%	2,100	137	106.5%
EBITDA*	7,845	7,120	724	110.2%	—	—	—

Consolidated	End of FY2012 H1	End of FY2011	Change ¥
Total assets	208,339	208,697	(358)
Net assets	101,275	84,577	16,697
Interest-bearing debt *2	42,548	59,536	(16,987)
Equity ratio	48.6%	40.5%	8.1%

*EBITDA in this table refers to operating income plus depreciation and amortization

*2 Of the ¥17billion by which interest bearing debt was reduced, ¥15billion was due to the conversion of PARCO convertible bonds with stock acquisition rights

2. Consolidated H1 results by segment

6/31

Unit: Million yen

		FY2012 (Mar. —Aug.)	FY2011 (Mar. – Aug.)	Change ¥	Change %
Shopping Complex Business PARCO CO., LTD. achieved revenue growth as a result of active renovations and strengthening of store card scheme in H1 and H2. Since Q2 2011, existing stores have continued to improve performance from the previous year	Net sales	116,177	112,192	3,984	103.6%
	Segment income	4,479	3,674	804	121.9%
Retail business In addition to high growth in sales of original merchandise at NEUVE A CO., LTD., various segmented sales promotion planning was successful due to enhancement of items. Watch business and men's and ladies' miscellaneous goods business drove sales and profit growth	Net sales	8,343	7,805	538	106.9%
	Segment income	206	150	55	137.0%
Space Engineering and Management Business PARCO SPACE SYSTEMS CO., LTD. achieved revenue growth through orders for LED conversion and increased commissions from foreign airline facilities and in the foreign hotel guest room maintenance business and by increased cost efficiency	Net sales	9,102	9,201	(98)	98.9%
	Segment income	174	130	44	134.4%
Other Business Income has increased at PARCO CITY CO., LTD. due to consulting orders for EC site construction at commercial facilities. PARCO Entertainment had hits with theatre production and film investment	Net sales	3,152	3,232	(80)	97.5%
	Segment income	(4)	57	(62)	-
Total	Net sales	136,775	132,432	4,343	103.3%
	Segment income	4,855	4,013	842	121.0%
Adjustments	Net sales	(7,108)	(7,192)	84	98.8%
	Segment income	2	17	(15)	14.1%
Consolidated	Net sales	129,666	125,239	4,427	103.5%
	Segment income	4,858	4,030	827	120.5%

Note: Figures for net sales by segment include operating revenue
 Segment profit and loss is operating profit and loss
 PARCO's Entertainment Business earnings are included in Other Business

3. Non-consolidated H1 results

7/31

Sales growth as a result of active renovations in H1 and in the preceding period and strengthening of store card scheme

Unit: Million yen

Non-consolidated	FY2012 H1 (Mar.-Aug.)	FY2011 H1 (Mar.-Aug.)	Change ¥	Change %	Initial forecasts	Change ¥	Change %
Net sales	117,683	113,713	3,969	103.5%	121,000	(3,316)	97.3%
Operating income	4,555	3,848	707	118.4%	4,500	55	101.2%
Ordinary income *1	4,786	4,635	150	103.2%	5,300	(513)	90.3%
Net income *1	2,614	3,007	(393)	86.9%	3,100	(485)	84.3%
EBITDA *2	7,363	6,761	602	108.9%	-	-	-

Non-consolidated	End of FY2012 H1	End of FY2011	Change ¥
Total assets	204,221	205,014	(793)
Net assets	102,285	85,169	17,115
Interest-bearing debt *3	44,027	61,406	(17,379)
Equity ratio	50.1%	41.5%	8.5%

*1 Ordinary income and quarterly net income include dividend income from subsidiaries (¥500million in FY2012 and ¥1billion in FY2011)

*2 EPITDA in this table refers to operating income plus depreciation and amortization

*3 Of the ¥17billion by which interest bearing debt was reduced, ¥15billion was due to the conversion of PARCO convertible bonds with stock acquisition rights

4. Tenant sales by store

8/31

Sendai PARCO and Urawa PARCO driving overall performance
Existing stores continuing to perform well, with YoY growth
since Q2 of previous year

Unit: Million yen

Store	Net sales	Change %	1Q	2Q	
Urban store group	Sapporo PARCO *1	5,055	97.4%	99.5%	95.3%
	Sendai PARCO	6,419	124.6%	157.4%	101.9%
	Ikebukuro PARCO	14,471	107.2%	110.8%	103.7%
	Shibuya PARCO	6,196	103.5%	113.4%	95.3%
	Shizuoka PARCO	4,884	91.1%	93.0%	89.2%
	Nagoya PARCO	16,280	101.1%	104.3%	98.1%
	Hiroshima PARCO	8,181	102.1%	103.1%	101.1%
	Fukuoka PARCO	5,895	105.2%	105.4%	104.9%
8 stores total	67,386	103.8%	108.6%	99.3%	

Store	Net sales	Change %	1Q	2Q
Sapporo PARCO New Building	—	—	—	—
Shinsaibashi PARCO	—	—	—	—
Total *2	114,663	103.7%	107.9%	99.7%
Existing store total *3	114,663	104.4%	108.9%	100.2%

Store	Net sales	Change %	1Q	2Q	
Community store group	Utsunomiya PARCO	2,473	99.6%	106.6%	93.1%
	Urawa PARCO	7,985	120.5%	127.0%	114.6%
	Shin-Tokorozawa PARCO	4,103	106.2%	110.2%	102.4%
	Chiba PARCO	3,545	102.6%	105.1%	100.2%
	Tsudanuma PARCO	4,594	102.5%	105.5%	99.5%
	Hibarigaoka PARCO	3,881	100.5%	105.0%	96.2%
	Kichijoji PARCO	3,994	103.3%	110.7%	96.6%
	Chofu PARCO	8,298	103.2%	107.4%	99.1%
	Matsumoto PARCO	3,636	99.9%	100.4%	99.4%
	Otsu PARCO	2,242	100.2%	99.5%	101.0%
	Kumamoto PARCO	2,522	106.6%	109.5%	103.8%
11 stores total	47,277	105.2%	109.2%	101.4%	

*1 Change % for Sapporo PARCO excludes sales of the New Building (closed March 30, 2011)

*2 Change % for Total includes the previous year's sales of the Sapporo PARCO New Building and Shinsaibashi PARCO

*3 Existing store total excludes sales of Sapporo PARCO (closed Mar. 30, 2011) and Shinsaibashi PARCO (closed Sep. 30, 2011)

5. Sales by item

9/31

Clothing, personal items, restaurants performed well. Customer numbers and average spend per customer also continue to be solid

- ❑ In General clothing, along with a strong performance by large casual clothing stores, select stores also continued to perform strongly
- ❑ In personal items, due to the ongoing bridal boom, jewelry remained healthy; leather goods such as bags, ladies' shoes etc., were also robust
- ❑ In restaurants, in addition to the effects of full renovation last year at Ikebukuro PARCO, performance was supported by measures at each store to optimize the consumer experience, including through the use of shared use zones, and the introduction of restaurants at Shibuya PARCO giving a strong sense of occasion

Existing stores	FY2011 total	FY2012		
		Mar.-May.	Jun.-Aug.	Total
Year-on-year				
Paying customers	98.5%	107.5%	101.4%	104.3%
Average spend per customer	102.7%	103.7%	100.6%	102.2%

Category and item	Mar.– May.	Jun.-Aug.	Total
Womenswear	106.3%	94.8%	100.2%
Menswear	107.7%	99.0%	103.8%
General clothing	118.3%	110.2%	114.2%
Clothing	108.9%	99.4%	104.0%
Shoes	109.7%	101.6%	105.6%
Bags	117.3%	106.1%	111.5%
Accessories	111.0%	96.2%	102.9%
Cosmetics	105.6%	99.6%	102.6%
Personal items	112.7%	102.4%	107.3%
Culture-related	103.3%	94.9%	99.0%
Hobby and living-related	105.6%	95.6%	100.8%
General merchandise	103.2%	94.0%	98.6%
Foods	107.3%	102.7%	105.0%
Restaurants	119.3%	111.9%	115.4%
Other	135.2%	115.4%	123.4%

Note: Paying customers and average spend per customer are based on “integrated sales” of stores. “Integrated sales” indicate the overall sales strength of a store and include tenant sales, sales at PARCO Theatre and other facilities, and sales to tenants under fixed rent contracts

* Existing-store figures exclude the sales of Sapporo PARCO New Building (closed Mar. 30, 2011) and Shinsaibashi PARCO (closed Sep. 30, 2011)

6. Selling, general and administrative expenses; capital expenditure 10/31

Selling, general and administrative expenses

Unit: Million yen

Consolidated		Amount	Change ¥	Change %
FY2012 H1 (Mar.-Aug.)	Personnel	4,760	22	100.5%
	Lease/rental	4,287	(202)	95.5%
	Advertising	1,480	322	127.9%
	Agency services	2,977	(34)	98.9%
	Building and repairs	854	38	104.7%
	Depreciation	2,986	(102)	96.7%
	Tax and dues	753	(6)	99.1%
	Reversal of common service charges	(3,951)	(92)	102.4%
	Total SG&A	15,941	(197)	98.8%

Capital expenditure

Unit: Million yen

Consolidated		Amount	Change ¥	Change %
FY2012 H1 (Mar.-Aug.)	Capex	3,198	1,445	182.4%

7. Full year forecast

11/31

Still targeting record high operating income, ordinary income and net income for the full year, despite downward revision of net sales forecast

Unit: Million yen

Consolidated	FY2012 revised forecasts	FY2011 results	Change ¥	Change %	Initial forecasts	Change ¥	Change %
Net sales	269,000	259,789	9,211	103.5%	274,000	(5,000)	98.2%
Operating income	10,700	9,168	1,531	116.7%	10,700	-	100.0%
Ordinary income	10,300	8,966	1,333	114.9%	10,300	-	100.0%
Net income	5,200	4,319	880	120.4%	5,200	-	100.0%

Non-consolidated	FY2012 revised forecasts	FY2011 results	Change ¥	Change %	Initial forecasts	Change ¥	Change %
Net sales	248,000	239,078	8,921	103.7%	253,000	(5,000)	98.0%
Operating income	10,000	8,526	1,473	117.3%	10,000	-	100.0%
Ordinary income	10,000	9,170	829	109.1%	10,500	(500)	95.2%
Net income	5,400	4,547	852	118.8%	6,000	(600)	90.0%

*Unconsolidated ordinary income and quarterly net income include dividend income from subsidiaries (¥500 million in FY2012 and ¥1billion in FY2011)

We have decided to increase interim dividends per share of ¥9 and annual dividends per share of ¥18

I Overview of FY2012 H1 results

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**Renovated approx. 28,000m² in FY2012 H1, exceeding initial target
Sales in renovated zone grew 16% from same period in previous year**

Urban stores

Ikebukuro PARCO

To respond to diversifying consumption trends, this spring in the main building we introduced new tenants which included brands making their first appearance in the area; a new business category of bags; and highly-topical organic cosmetics.

In autumn, P' PARCO annex is undergoing renovation, focusing on a men's and ladies' mixed building format which allows couples to shop together. In addition to the evolution of existing ladies' fashion, men's fashion and general merchandise will be enhanced.



Sendai PARCO



Four years have passed since opening, and the store has developed in the market to better meet the needs of consumers. In keeping with the location of the store directly connected to a big-city station, we have continued measures to invigorate activity in the first half, diversifying and improving the quality of items by such initiatives as strengthening young casual fashion and introducing sports stores in order to meet the expectations of local consumers.

Community stores

Shin-Tokorozawa PARCO

Aiming for community-based one-stop shopping center, improved ability to attract customers and repeat visitors through enhancement of daily demand items.

In addition to introducing specialist food shops with a focus on imported foods, achieved increased shopping circulation due to renovation of family-oriented casual stores.



Otsu PARCO

Ongoing renovation of multi-function building to meet diverse needs of local consumers.

Reorganized food court and introduced new stores such as restaurants, food stores, culture stores, etc. and revitalized building by strengthening ability to attract and retain customers for longer periods of time.

Approximately 24,000m² scheduled for thematic renewal in H2
Aim for new floor theme configuration that does not classify items by gender or age,
and for new business category development and incubation

Urban stores - 1

Nagoya PARCO

Allowing the building to evolve into something that offers seasonal fashion to local consumers, reorganizing South Building as part of improvements to the synergy of the 3-building system. Combining the East and West Buildings to form the market's largest gathering of select shops.

Revamping the West Building, which until now has been a menswear zone, to respond to demand from couples and families, while at the same time increasing the diversity and quality of items.



Shizuoka PARCO

In tune with the evolution of the market and in order to raise our presence, completely renovate stores in the vicinity of the entrance and greatly improve the building's image.

Offer superior lifestyle options with the introduction of consumer items such as the area's first select shops, food and outdoor stores, etc.

Urban stores-2

Shibuya PARCO

Create a highly aesthetic floor that combines art, fashion and culture, with incubation being the keyword. The first stores by designers selected for the micro funding established by PARCO are also scheduled to open here in October.

Through stores that sell anime-related goods and through the establishment of a social TV channel, disseminate information about Shibuya-based Japanese pop culture.



Sapporo PARCO

Strengthen lifestyle offerings to urbanites by creating a combined-item floor which meets the needs of couples and families.

Improve quality through new business categories and brands making their first appearance in Hokkaido. At the same time improve the building facilities by creating nursing facilities and family-friendly conveniences.

Community stores

Matsumoto PARCO

In order to respond to a wide range of clientele from a wide area, reconfigure interior and general goods floor and combine with newly introduced large-scale outdoor specialist stores to strengthen ability to attract customers.



(Example image of completed store)

Hibarigaoka PARCO

Implement refurbishment based on the attributes of stores with high daily use to present fashion under the theme of providing superior quality for high-frequency customers.

Pursue initiatives to improve position in the market.

Utsunomiya PARCO



Aim to become a model of a progressive community-type store in a key regional city.

Introduce the cutting-edge fashion brands demanded by local customers, increasing the diversity and quality of ladies' fashion offerings.

New PARCO Card service introduced in FY2012 under the theme “ease of use from the customer perspective”

Revamp service content for new members and Class S members.

Strengthen policy to create PARCO fans to ensure that new members become valuable customers after one year.

1. Increase the number of new cards issued and the initial utilization rate by extending the special treatment period for new members, who have high utilization rates
2. Promote card upgrading among valuable PARCO Card Class S members

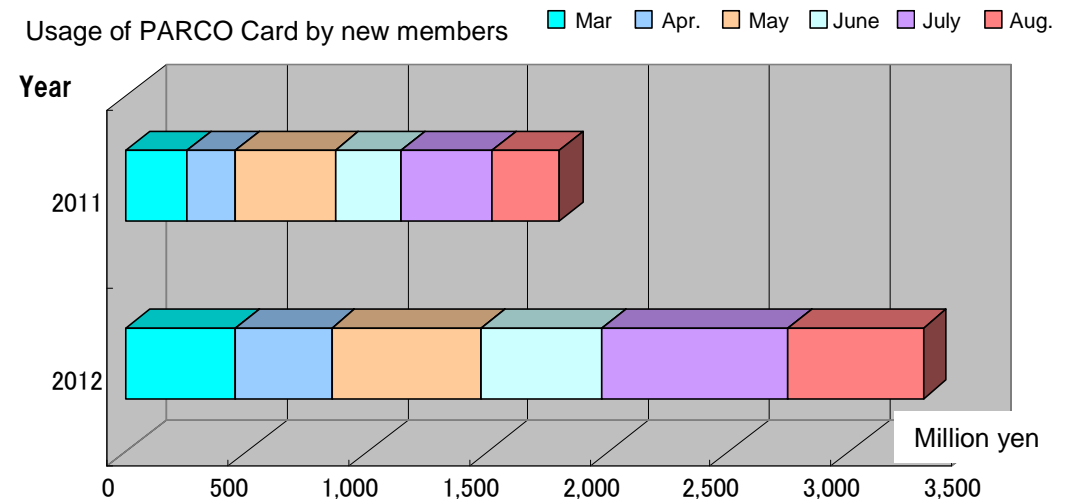
Issuance of new cards increased by 158.8% from the previous year, and as a result of the large increase in spending by new card holders (up 184.1% YoY), overall PARCO Card turnover improved 112.9% YoY.

*PARCO Card members as of end of H1, 2012: 1.61 million

Details of service change

	Previous system	New system
1	5% off period following issuance of card 1 month	1 year
2	Minimum spend per year from the year following issuance in order to qualify for 5% discount ¥200,000	¥100,000

Usage of PARCO Card by new members



Pursued ZERO GATE* business model of low to medium-rise urban shopping complexes

As part of domestic development strategy, launch low to medium-rise shopping complexes in prime urban locations.

Dotonbori and Shinsaibashi ZERO GATE* complexes are scheduled to open in spring 2013 and their respective tenants, Forever 21 and H&M have been confirmed.

The combined effect of launching the two ZERO GATE* complexes is the Osaka area is expected to contribute to the revitalization of Osaka Minami's central district and increase consumer traffic in the area.

PARCO is planning to lease the shopping complex part on the lower floors of a new building complex adjacent to Hiroshima PARCO New Building and operate it as Hiroshima ZERO GATE*. The store is planned to open in autumn 2013.

*Provisional name



Design image of Dotonbori ZERO GATE*



Design image of Shinsaibashi ZERO GATE*

Provide in Singapore a platform to disseminate Shibuya fashion

Collaboration between Japan and Singapore's next generation of fashion entrepreneurs and creators, limited-period stores and events are planned for January / February next year in Singapore under a "Shibuya" theme.

PARCO's strengths in tenant cultivation, merchandise selection and our network in Singapore were evaluated highly and we were selected for METI's overseas development support project (2012 "Cool Japan").



Incorporation of local corporation for duties related to operation and management of commercial facilities in Suzhou

Established a local corporation "Hyakuraku Wa Commercial Consulting Co., Ltd." to operate and manage Nison City Mall, a shopping complex inside the Nison Plaza Project (provisional name) in Suzhou City, China.

Briefing meeting to be held in September for enterprises considering opening in the property. Business planned to begin in spring 2013.



Design image of full view of Nison Plaza Project. Commercial facilities are on lower section.

Retail Business: NEUVE A CO., LTD. achievements and plans 21/31

**Opened four new stores in H1 and plan to open four more in H2
Plans to expand store network to 160**

New store openings in H1 and H2 (including planned)

Month	Shopping complex	Business opening store
Apr	Tokyu Hands Shinjuku	EYEWEAR
Apr	AEON MALL Fukutsu	COLLECTORS
May	TOKYO Solamachi	TiCTAC
Jul	LAZONA Kawasaki Plaza	TiCTAC
Oct	SUN STATION TERRACE OKAYAMA West Building	COLLECTORS
Oct	URBAN DOCK LaLaport Toyosu	TiCTAC
Oct	CELEO Hachioji	TiCTAC, COLLECTORS

* As of end of August, 2012, 101 stores outside PARCO, 55 stores inside PARCO

In addition to growth in sales of original products; sales promotions incorporating environmental and social awareness were effective.

Watches and men's and ladies' general merchandise performed well.

Business (product)	Stores
TiCTAC (wristwatches)	72
EYEWEAR (eyeglasses)	26
ROSEMARY (cosmetics, general merchandise)	25
COLLECTORS (men's/ladies' general merchandise)	33
Four businesses total	156



Customer service improvement through integration and updating of members' card

From June, all members' cards from each business will be integrated as "NEUVE A Members' Card" and will be updated so that they can be used at each brand's shop and online store.

**Received orders for LED conversion.
New contracts in hotel guest room business. Increased cost efficiency**

Received orders for conversion of lighting fixtures to LED and renovation construction in commercial facilities.
Business related to facilities of a foreign airline and business related to guest rooms at foreign hotels increased.

Implemented initiatives to leverage original P'es Lighting series

1. LED conversion of 50% of lighting in common areas of Kanto area PARCO stores



Lighting specialists give advice to tenants

Conversion of lighting in common areas of Kanto area PARCO stores to LED through original lighting which combines the most appropriate elements for commercial facilities, such as performance, production, and energy efficiency.

2. Implementation of consulting service for store tenants

Implemented lighting consulting service for store tenants whereby lighting specialists provide help in creating an energy-efficient store through initiatives such as conversion to LED and high-efficiency lighting.

Web production business is steady due to new orders for EC site production

The consulting business has received new orders and increased contracts for EC site production at shopping centers etc.

Introduced translation applications for tablet devices at PARCO stores with high numbers of foreign customers. Looking at the results, we now plan to sell externally.



Giving information using a tablet device with application for English, Chinese and Korean support



Transfer never-expiring points into never-expiring points wallet and use for online shopping

At EC Mall we are starting the first service of its kind in the world whereby payment can be made using a combination of points and credit

From September, online mall payments can be settled in part with points. This is the first service of its kind in the world.

Increase sales by enticing new customers to PARCO Card members' mall and by encouraging the use of unused card points.

**Hits with high-quality theatre and film content.
Production of topical content also planned for H2**

In H1 Koki Mitani had theatre hits with his production of Checov's "The Cherry Orchard" and with his first effort at Bunraku "Much ado about love suicides" which he wrote and produced.

In H2 we plan to stage highly topical plays by proven producers and actors; such as the drama "The mourner" (released by PARCO; produced by Yukihiro Tsutsumi; starring Osamu Mukai) and "The Wiz" which attracted attention for holding auditions among AKB project members (translated and produced by Amon Miyamoto; starring Yuka Masuda (AKB48)).

In film, we had hits with such projects as "Helter Skelter", which was selected for special screening at the London Film Festival (Financed by PARCO; directed by: Mika Ninagawa; starring Erika Sawajiri).

We are also implementing single-content multi-project deployment (concert, exhibition, CD sales, etc.).

Live House "Club Quatro Umeda" opens

Sales continue to perform better than planned.

Aim to develop it as the center of Club Quatro's four bases; Tokyo, Nagoya, Osaka and Hiroshima.



Circumstances leading up to the alliance

February 24 J. FRONT RETAILING CO., LTD. and MORI TRUST CO., LTD. concludes share transfer agreement regarding PARCO CO., LTD. common stock

March 23 Based on the above agreement, J. FRONT RETAILING acquires 33% of PARCO's stock

July 5 J. FRONT RETAILING announces take-over bid for 65% (maximum) of PARCO shares

PARCO gives approval of J. FRONT RETAILING take-over bid and enters into a capital and business alliance with that company

August 1 Development Bank of Japan exercises stock acquisition rights for PARCO convertible bonds (actual stock 18,987,300 shares)

August 20 J. FRONT RETAILING completes take-over bid

August 27 Percentage of PARCO shares held by J. FRONT RETAILING reaches 65%

Capital and business alliance agreement with J. FRONT RETAILING commences

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Ongoing CSR activities under the themes of the environment and contributing to society



PARCO CO., LTD.



PARCO X TABLE FOR TWO

A social contribution plan for activities and cooperation with the aim of improving the health of people in both developing and developed countries.

NEUVE A CO., LTD.

Pink Ribbon (TiCTAC, Rosemary, COLLECTORS)

Breast cancer screening educational activities, charity fundraising.
 Launched in 2009 with only female staff and started in ladies' general merchandise store.
 This year will have participants from all divisions and activities will include all stores and staff.

“Mottainai” watch exchange (TiCTAC)

Watch reuse: Resale at flea market. Proceeds go to Greenbelt activities (forestation activities in Africa) and Miyagi Prefecture Disaster Prevention Headquarters (Great East Japan Earthquake reconstruction).
 Recycling: Ensuring proper recycling of silver mercury amalgams to prevent environmental contamination by mercury.

Bags, wallets, hats trade-in campaign (TiCTAC)

Trade-ins, activities to reduce Co2 emissions. Reuse of general merchandise and recycling.

In H1 implemented CSR policies and plans unique to PARCO Group

PARCO CO., LTD. and PARCO SPACE SYSTEMS CO., LTD.

Expand conversion to LED of lighting in common areas and promote energy efficiency plans

Expand introduction rate of LED in Kanto area PARCO stores from 25% to 50% and reduce annual energy consumption by lighting equipment by 60%.



A common area with a combination of LED and existing high-efficiency lighting



NEUVE A CO., LTD.

ECO RECYCLING “Trade-in campaign”

In addition to trading in bags, wallets and hats, exchanging coupons and making donations, thermal recycling* activities and independent multi-type eco-recycling projects.

*A method of recycling whereby thermal energy generated during incineration is converted to electric power and reused.

Donate to “Kids Earth Fund*” at Mother’s Day and Father’s Day fair

Donations made for each gift purchase. Intra-family gift plan for consumption within family circles.

*Provides donations of clothing, books, art supplies to children around the world who have been traumatized by disasters, war or disease.



PARCO-CITY CO., LTD.

Great East Japan Earthquake charity beach sandals on sale for limited period

A collaboration with a specialist beach sandal store to support aquariums and zoos affected by the disaster. Donations made to the Japanese Association of Zoos and Aquariums for each sale.

Support activities for next-generation fashion designers and creators

1. FIGHT FASHION FUND by PARCO

First micro fund in Japan for “everyone” to support the business growth of the next generation of fashion designers.

Due to its popularity, the first fund is already fully subscribed and has been closed.

Holding fashion show for designers who received funding and product development meetings and social events for investors and designers.

We are going to continue to fully support business growth through activities such as providing sales opportunities at PARCO.



Designer Profiles

JUN OKAMOTO

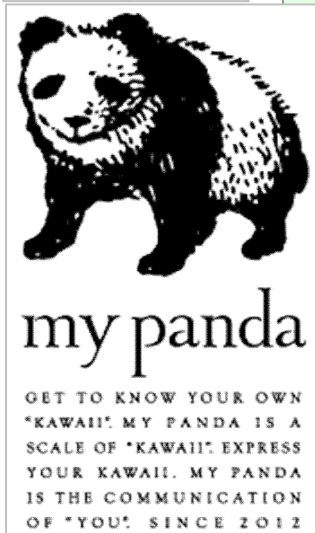
The brand held its first fashion show at Shibuya PARCO in March. At the same time the brand’s merchandise was on sale at PARCO’s own once-a-month shop. Made its Japan Fashion Week (Tokyo collection) debut in October and won the Japan Fashion Week next-generation designer assistance.

The brand opened its first temporary store in Shibuya PARCO Part 1.

my panda (Smiles Co. Ltd., Yuko Nakamura)

Took advantage of the Fight Fashion Fund by PARCO to launch a new brand, and held product development meetings with investors between March and June.

Together with the brand launch in October opened its first store in Shibuya PARCO Part 1.



Discover and encourage young designers and creators
Provide PARCO buildings as a forum for presentation and galleries

2. Shibuya PARCO “Shibukura Matsuri 2012: *Girls’ mixed culture festival*” held in October

Presentation of expressive works of young female creators and provide opportunities for interaction between creators

Carve out a new future and bring together the talents of female creators in fashion and culture with the introduction of art work exhibitions, live music and dance performances.



3. Fukuoka PARCO “Tenjin Lab” opens in November

Provide space for young fashion designers recruited from each region of Kyushu and display their products for sale

Discover young creators in Kyushu by creating opportunities for presentation and sale of their products while also attracting customers.



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