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Cautionary Statement About Forecasts

Descriptions related to future prospects in this report are based on our targets and forecasts and are not intended to provide any assurance or guarantee. Please use this report with the understanding that future earnings of PARCO may differ from our current forecasts.

Note on Fiscal Year Notation

In this report, fiscal 2010 refers to the fiscal year from March 1, 2010 to February 28, 2011.

Vision Book



This corporate Management Review is designed to provide financial and management data about PARCO CO., LTD. For details on PARCO’s vision and business activities, please refer to the separate Vision Book.

Overview of the PARCO Group (As of February 28, 2011)

Shopping Complex Business

- Development, management and operation of shopping complexes

PARCO CO., LTD.

Head Office:	8-16 Shinsen-cho, Shibuya-ku, Tokyo
Established:	February 13, 1953
Capital:	¥26,867 million
Number of employees:	633
Number of shopping complexes:	20
Net sales in fiscal 2010:	¥245,488 million

PARCO (Singapore) Pte Ltd

Head Office:	9 Raffles Boulevard #03-02 Millenia Walk, Singapore 039596
Established:	November 25, 1991
Capital:	S\$15,926 thousand (Singapore dollars)

Retail Business

- Sales of clothing and sundries

NEUVE A CO., LTD.

Head Office:	8-16 Shinsen-cho, Shibuya-ku, Tokyo
Established:	June 1, 2001
Capital:	¥490 million
Number of employees:	471
Number of locations:	140
Net sales in fiscal 2010:	¥15,396 million

Space Engineering and Management Business

- Building maintenance, including interior design, construction, cleaning, security and safety operations

PARCO SPACE SYSTEMS CO., LTD.

Head Office:	8-16 Shinsen-cho, Shibuya-ku, Tokyo
Established:	April 1, 1969
Capital:	¥490 million
Number of employees:	839
Number of locations:	23
Net sales in fiscal 2010:	¥18,830 million

Other Business

- Internet-related businesses

PARCO-CITY CO., LTD.

Head Office:	8-16 Shinsen-cho, Shibuya-ku, Tokyo
Established:	March 1, 2000
Capital:	¥10 million
Number of employees:	46
Net sales in fiscal 2010:	¥600 million

For additional details, please refer to the Group Companies page of the PARCO Website:

➡ http://www.parco.co.jp/group/en/parco_group/

Attaining our vision for fiscal 2015

The focus of our current medium-term business plan (fiscal 2010 to fiscal 2012) is to become an

“Urban Lifestyle Producer” proposing new, more fulfilling lifestyles.

In fiscal 2011, the PARCO Group will continue to renovate existing shopping malls and further fortify its shopping center business by pursuing overseas expansion. At the same time, the Group will also seek to expedite development of related and new businesses.

2011 April

Expanding Overseas Business

Memorandum of Understanding signed with CapitaMalls Asia Limited (CMA) regarding business collaborations in China and Japan

Examples of retail properties in Asia managed by CMA



Raffles City Shanghai



ION Orchard (Singapore)

Expansion of Commercial Activities in Urban Areas

Spanish casual brand “Bershka” opens first store in Japan in Shibuya PARCO ZERO GATE



Shibuya PARCO ZERO GATE Bershka

Accelerated Development of E-commerce Business

Business and capital alliance formed with Stylife Corporation. Trend-setting fashion site “Stylife” opened on the PARCO-CITY online shopping mall



PARCO-CITY online shopping mall (Stylife opening campaign)