

About PARCO

Corporate Profile (As of February 28, 2023)

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

Company Name	PARCO CO., LTD.
Headquarters	1-28-2 Minami-Ikebukuro, Toshima-ku, Tokyo 171-0022, Japan
Head Office	Shibuya First Place Bldg. 8-16 Shinsen-cho, Shibuya-ku, Tokyo 150-0045, Japan
Founded	February 13, 1953
Paid-in Capital	¥34,367 million
Parent Company	J. FRONT RETAILING Co., Ltd.
Employees	662 (male 339, female 323)

Organization Chart

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

Corporate History

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

1953	Feb.	Established Ikebukuro Station Building Co., Ltd.	1994	Apr.	Opened Hiroshima PARCO
1954	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	2002	Apr.	Opened Shibuya ZERO GATE
1957	May	Changed company name to Tokyo Marubutsu Co., Ltd.	2005	Feb.	Opened Peda SHIODOME
	Dec.	Started operation of department store under the name Tokyo Marubutsu	2007	Mar.	Opened Shizuoka PARCO
1969	Nov.	Opened Ikebukuro PARCO		Oct.	Opened Urawa PARCO
1970	Apr.	Changed company name to PARCO CO., LTD.	2008	Aug.	Opened Sendai PARCO
1973	Jun.	Opened Shibuya PARCO	2010	Mar.	Opened Fukuoka PARCO
1975	Aug.	Opened Sapporo PARCO	2017	Nov.	Opened PARCO_ya Ueno
1980	Sept.	Opened Kichijoji PARCO	2019	Mar.	Opened Kinshicho PARCO
1983	Jun.	Opened Shin-Tokorozawa PARCO		Jun.	Opened SAN-A Urasoe West Coast PARCO CITY
1984	Aug.	Opened Matsumoto PARCO		Nov.	Opened the new Shibuya PARCO
1988	Aug.	Stock listed on the 1st Section of the Tokyo Stock Exchange	2020	Mar.	Became wholly owned subsidiary of J. FRONT RETAILING Co., Ltd.
1989	May	Opened Chofu PARCO			Delisted from Tokyo Stock Exchange
	Jun.	Opened Nagoya PARCO		Sept.	Real estate business (excluding some portions) transferred from Daimaru Matsuzakaya Department Stores Co., Ltd.
1993	Oct.	Opened Hibarigaoka PARCO		Nov.	Opened Shinsaibashi PARCO
			2023	Mar.	Development business (excluding some portions) transferred to J. Front City Development Co., Ltd.

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 and manages spaces of all kinds, PARCO Digital Marketing CO., LTD., which provides solutions that utilize the Internet and ICT to commercial facilities and a diverse range of other companies, and PARCO (Singapore) Pte Ltd, which develops shopping complexes in Asia, creates software content, produces restaurants projects, and provides consulting services for commercial facilities.

PARCO SPACE SYSTEMS CO., LTD.



Total Support for Rebranding Direct-to-Market Store



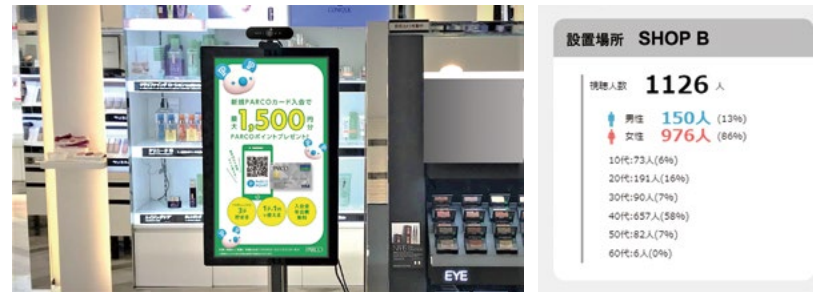
Northern Store SHIRIBESHI-YA

PARCO SPACE SYSTEMS provided rebranding support for Northern Store SHIRIBESHI-YA, a direct-to-market store that was updated in December 2022. Conducting rebranding with the operator, who was also the client, and a local production and consulting company, PARCO SPACE SYSTEMS provided comprehensive support, handling everything from interior design and construction to concept creation, naming and logo design, creation of graphics and a brand story, shopping tool design, visual merchandising support and customer service training. As a hub for communicating the appeal of the Shiribeshi region of Hokkaido, the aim was to create a store that would contribute to the community and help energize the local economy.

PARCO Digital Marketing CO., LTD.



Verifying Digital POP Displays with Gaze Measurement Function at Kichijoji PARCO



Measuring gaze position with a camera-equipped POP display and verifying the results

Analyzing measurement data

PARCO Digital Marketing's digital POP display with a gaze measurement function was adopted for use at Kichijoji PARCO to demonstrate proof of concept for digitalization of onsite sales tools at the store. A demonstration experiment was conducted from September to November 2022 to verify the effectiveness of digital POP displays and how they can support sustainable facility operations by reducing the labor of conventional sales promotion staff and eliminating the use of paper. As a result, it was found that digital POP was visually confirmed around 30% more than paper displays and that switching from production work, which had taken over nine hours from manuscript preparation to setup during the sales period, to digital POP displays reduced the amount of time required by five hours per project.

PARCO (Singapore) Pte Ltd

www.parco.com.sg



Developing a Food-Themed Production Business in Singapore



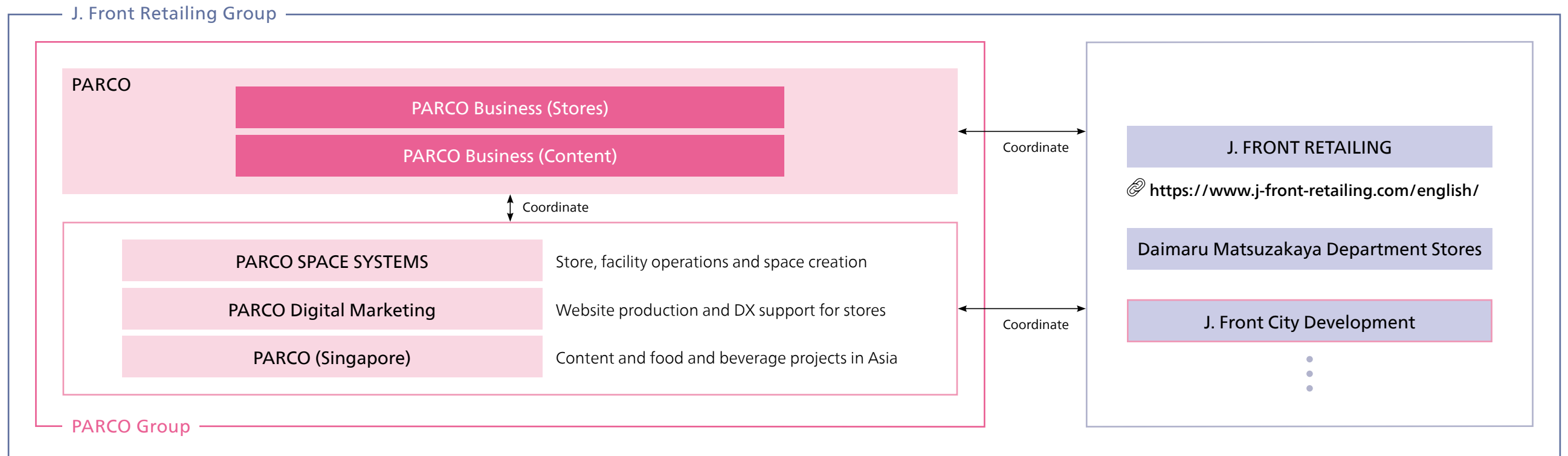
itadakimasu by PARCO (Singapore)

PARCO (Singapore) developed itadakimasu by PARCO, a Japanese food and beverage zone at 100am, a local commercial facility, and it achieved record-high annual sales in fiscal 2022. In addition, in November 2022 it signed a new joint project contract with Tan Chong International Ltd. that is primarily for deployment of food and beverage zones. Moreover, from May to June 2022 it held DreamWorks Animation's Trolls—A Tea Experience at Anti:dote with a hotel managed by RC Hotels in Singapore. In this way, the company has steadily built up a track record locally in the food-related business.

As a Member of the J. Front Retailing Group

Development Business Spun Off and Started as J. Front City Development Co., Ltd.

In March 2023, PARCO spun off its development business (excluding some portions) and the new J. Front City Development Co., Ltd. was established as a part of the organizational restructuring of the J. Front Retailing Group. This involved spinning off PARCO's development business (excluding some portions) and establishing the new J. Front City Development Co., Ltd. PARCO and J. Front City Development will draw on their respective strengths to raise their level of specialization and expand the scope of their activities.



List of Facilities

PARCO

Sapporo PARCO

3-3 Minami-Ichijo 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/page/storeinformation/?type=recommend&lang=eng>

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>

Shin-Tokorozawa PARCO

1-2-1 Midori-cho, Tokorozawa-shi, Saitama
PARCO: B1F-5F
Let's: B1F-4F
OPEN 23 June, 1983
<https://shintokorozawa.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/page/storeinformation/?type=recommend&lang=eng>

Fukuoka PARCO

2-1-1 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

New Business

SkiiMa KICHIJOSHI

1-5-1 Kichijoji-honcho, Musashino-shi, Tokyo
Kichijoji PARCO 8th floor
OPEN 12 April, 2021

SkiiMa SHINSAIBASHI

1-8-3 Shinsaibashi-suji, Chuo-ku, Osaka-shi, Osaka
Shinsaibashi PARCO 4th floor
OPEN 20 November, 2020

Welpa Shinsaibashi

1-8-3 Shinsaibashi-suji, Chuo-ku, Osaka-shi, Osaka
Shinsaibashi PARCO 10th floor
OPEN 19 November, 2020

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, 1998
<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 Taiyujicho 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

www.parco.co.jp/en/