

Fukuoka PARCO New Building Grand Opening on November 13 45 tenants confirmed, including 8 stores making Japan debut

PARCO CO., Ltd. (PARCO) today announced the Grand Opening of Fukuoka PARCO New Building on November 13, 2014 in the Tenjin area of Fukuoka.

Forty-five tenants have been confirmed, including eight stores making their national debut.

Fukuoka PARCO Main Building (left) and New Building (right)



Fukuoka PARCO New Building – Basic concept

Fukuoka ranks among Japan’s largest cities and serves as the gateway to Asia. Moreover, as the hub of the transport network developed throughout the entire Kyushu region, the Fukuoka Tenjin area is one of the country’s leading commercial centers, where people and ideas from inside and outside the region converge.

Fukuoka PARCO opened in March 2013 as a “highly amenable Tenjin store” proposing “new delight in consumer experience” to visitors to the streets of Tenjin, taking advantage of its location as a major transport hub connecting directly to Tenjin subway station, Nishitetsu Fukuoka (Tenjin) station, and the central bus terminal.

On November 13, 2014 PARCO will open Fukuoka PARCO New Building alongside Fukuoka PARCO Main Building and operate the stores under a two-building system.

Fukuoka PARCO New Building will evolve the concept of “highly amenable Tenjin store Fukuoka PARCO,” offering new lifestyle options that pursue and curate ways of living and enjoying life for mature, discerning consumers and visitors to Tenjin.

Fukuoka PARCO New Building aims to:

1. Create a *setting* that offers a wide range of items and scenes, not just specializing in clothing alone
2. Provide a *space* that is compact yet pleasant; a comfortable environment
3. Propose new *communication* taking advantage of ICT, the link between people and ideas

Fukuoka PARCO New Building – Target

Pursuing ways of living and enjoying life, Fukuoka PARCO New Building responds to multiple consumer types, from solo consumers to couples, families, and groups.

[Strategic target]

- Mature, discerning consumers who remain young at heart
- Women in their late 20s to 30s working in Tenjin and Fukuoka (active women who have their own particular style and enjoy an urban lifestyle, actively exchanging ideas in various settings)
- Mature, discerning consumers in their 40s and 50s who have a keen sense of a consumer style that involves the pursuit of ways of living and enjoying urban life
- Mature, discerning consumers raising a family while enjoying urban life
- Visitors from not only Japan, but also mainland Asia and other regions

Fukuoka PARCO New Building – Overview

Name	Fukuoka PARCO New Building (the current Fukuoka Building is 'Main Building')
Address	2-9-18 Tenjin, Chuo-ku, Fukuoka City, Fukuoka
Building scale	Below-ground floors: 2 Above-ground floors: 6
Total floor area	Approx. 14,000m ²
Annual sales target	¥5 billion
Annual foot traffic target	6 million
Investment	Approx. ¥5.6 billion*
Opening	November 13, 2014
No. of tenants	45

*Excludes ¥26.5 billion to acquire the trust beneficiary rights to the land and buildings of Fukuoka PARCO (including the New Building)

Ends

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