

<NEWS RELEASE>

To whom it may concern:

January 26, 2021

GINZA SIX Retail Management Co., Ltd.

<GINZA SIX 4th Anniversary Part 1>

GINZA SIX renews for the first time since its opening

More than 40 stores will open in succession

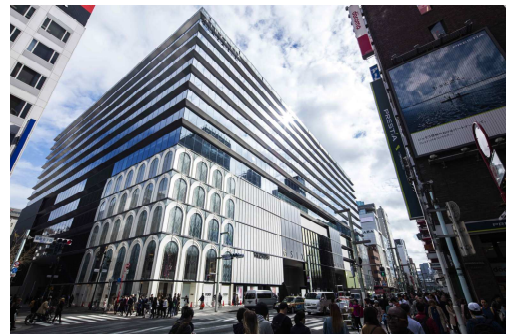
**Fashion and lifestyle brands that propose luxury of a new era,
high-end food stores suitable for Ginza, and more**

GINZA SIX, the largest retail facility in the Ginza area, which opened on April 20, 2017, will undergo its first large-scale renovation since its opening this spring to mark its 4th anniversary. GINZA SIX will continue to take on challenges based on the belief that it will create new value. Many brands from Japan and abroad have come together to support GINZA SIX's vision.

■ Theme of renewal

1) Introduction of brands that propose luxury of a new era

In order to gain further support from customers with a high level of fashion sensitivity, we have invited brands that meet the expectations of such customers, and that have the ability to transmit their own message with world-class quality. We will offer pioneering luxury to the ever-changing fashion scene.



2) Further acceleration of the flagship store strategy

The flagship store strategy, which has been advocated since its opening in order to transmit leading fashion from Ginza to the rest of the world, has been successful in creating a large number of fans, especially for luxury brands on Chuo-dori Avenue. This renewal will further accelerate the flagship store strategy with the opening of eight new flagship stores.

3) Introduction of new retail mix that meets the needs of the times and brings color to daily life

The new lineup includes a rich variety of stores such as world-class audio brands, fragrance brands, and high-end food stores. On the B2 food floor, in addition to proposing high quality products, we will strengthen the specialties that meet the needs of the most discerning customers, as well as products that can only be found here and are ideal as souvenirs.

Comment from GINZA SIX Retail Management Co, Ltd. President and Representative Director, Mikito Takehara

This year marks the fourth anniversary of the opening of GINZA SIX. It has been loved by many customers in Japan and abroad and has performed better than expected.

Last year was a year of major changes in the business environment and in the lifestyles of our customers. On the other hand, since our opening, we have received support from our customers, especially those in their 20s to 40s, and the characteristics of our facilities have become clearer, such as the preference for high quality and high sensitivity, and we feel that there are opportunities for further growth.

Therefore, in order to provide customers with more fresh and sensitive products and services, we will carry out the renovation as we have been planning. We hope you will enjoy GINZA SIX, where we have further innovated the unique products and experiences that can only be found here.

<GINZA SIX basic Information>

【TEL】03-6891-3390 (GINZA SIX General Information available 10:30~20:30)

【ADDRESS】10-1, Ginza 6-chome, Chuo-ku, Tokyo 104-0061

【HP】<https://ginza6.tokyo/>

Hours stores/cafe (B2F-5F): 10:30~20:30; restaurants (6F、13F): 11:00~23:00

※Some stores and restaurants have different hours of operation.

※Please check the official website for details.

Closed Open irregularly

Access Directly connected to Ginza Station on the Tokyo Metro Ginza Line, Marunouchi Line, and Hibiya Line via an underground passageway.

Parking lot available (with service based on purchase amount)

<For inquiries from the media regarding this press release>

GINZA SIX PR Office (in Sunny Side Up Inc.)

Contact: Arakawa (080-7045-8071)、Suda (080-4071-7269) FAX: 03-5413-3050 E-MAIL: ginzasix_pr@ssu.co.jp