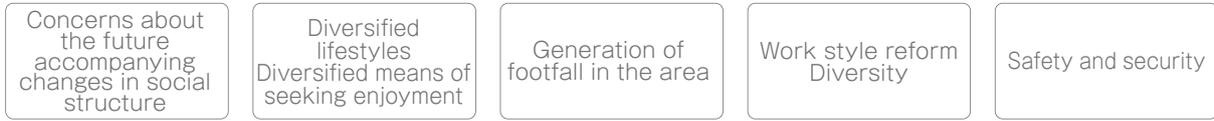


J. Front Retailing

Social issues we consider important



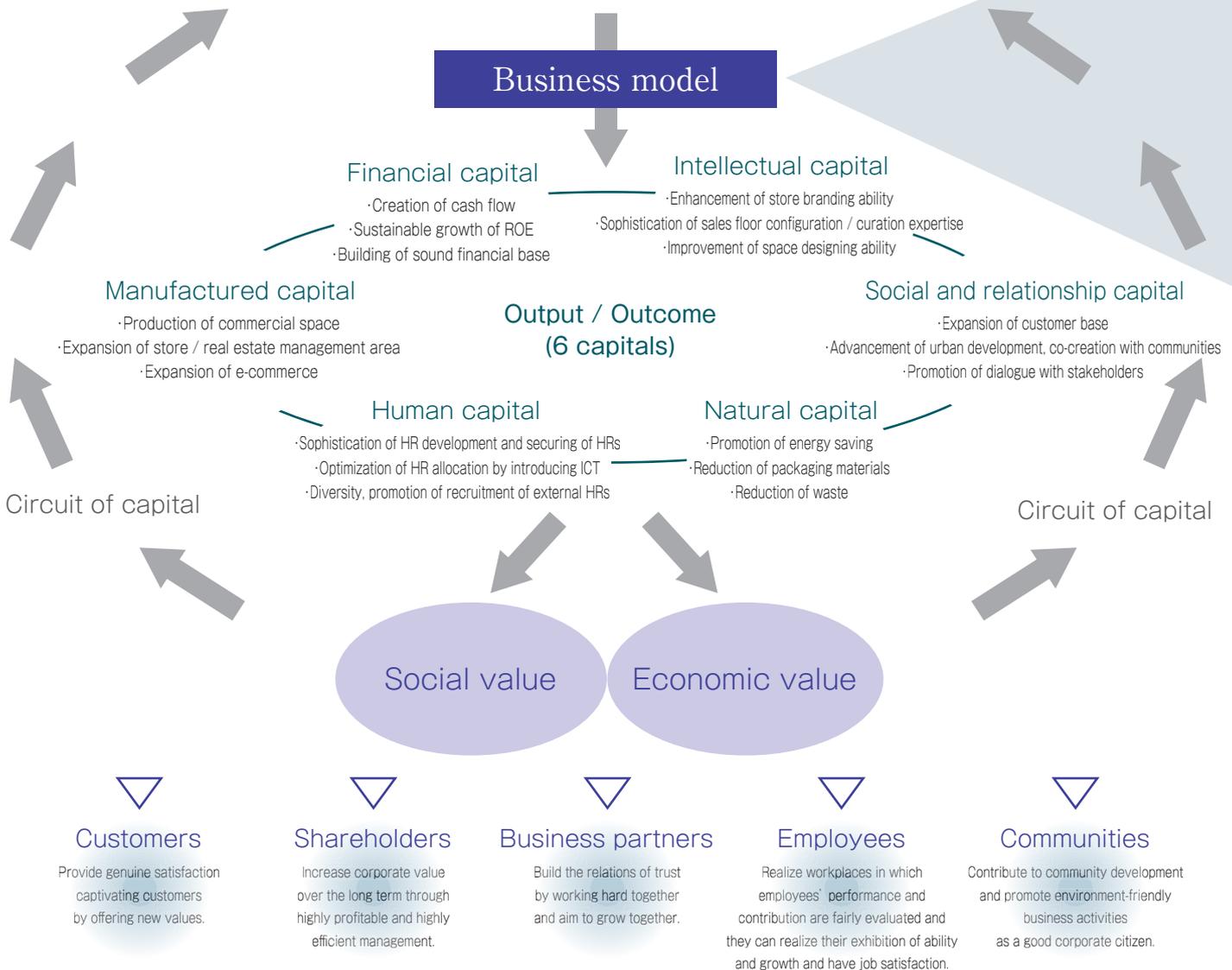
Basic Mission Statement

We aim at providing high quality products and services that meet the changing times and satisfying customers beyond their expectations.

We aim at developing the Group by contributing to society at large as a fair and reliable corporation.

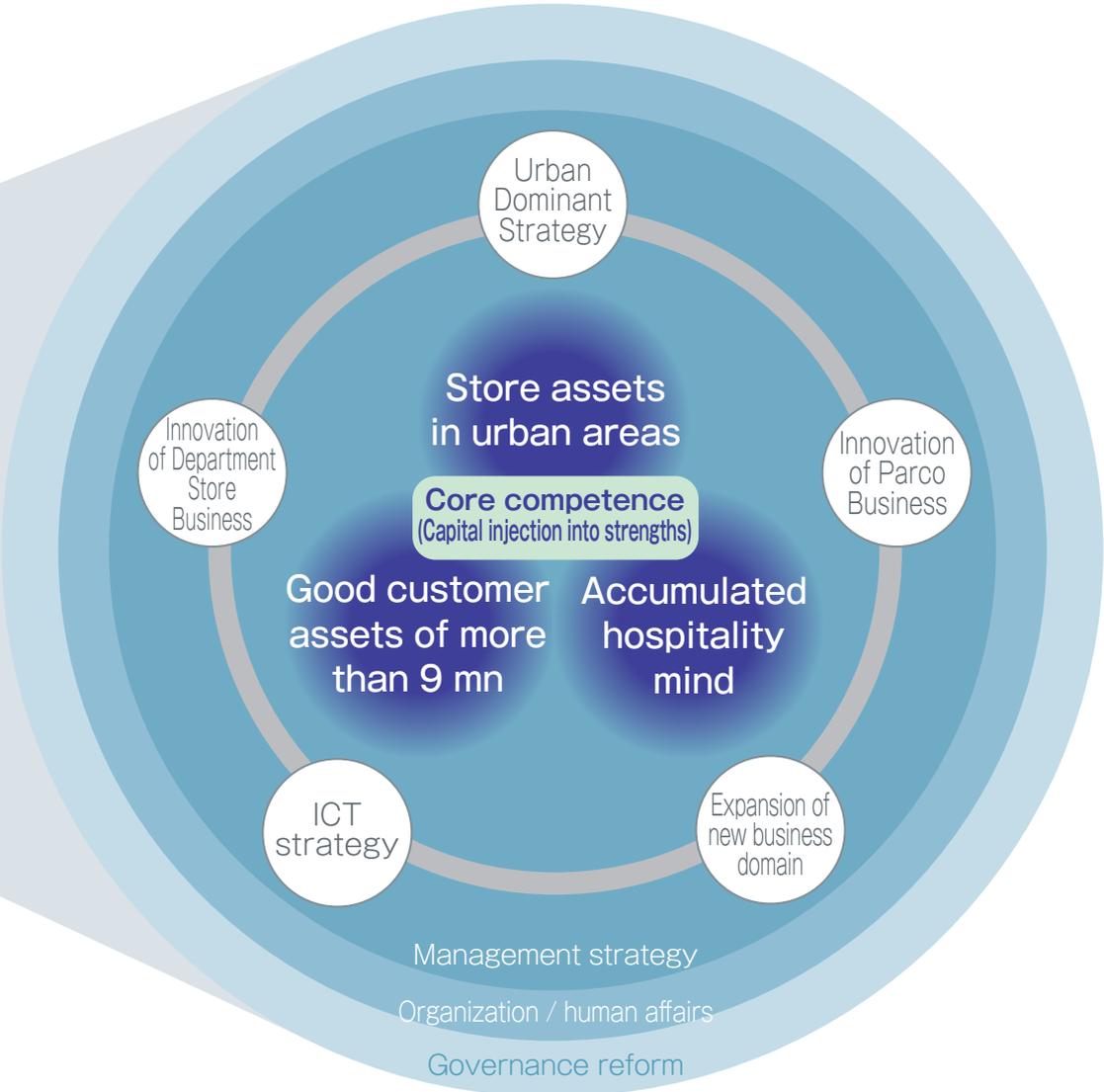
Group Vision

“Create and Bring to Life ‘New Happiness.’”



Value Creation Process

“Multi Service Retailer”
beyond the framework of retailing



Under the Basic Mission Statement and the Group Vision, J. Front Retailing is committed to creating affluent lifestyles with its stakeholders by providing high quality products and services that meet the changing times.

The business activity of J. Front Retailing is to continually create affluent markets, which grow with local communities, which is led by department stores and Parco. It is nothing less than to create, as a public entity of society, new values

with which its various stakeholders empathize.

Circulating the Group’s business model and creating new values using the six capitals of J. Front Retailing effectively and efficiently are the process to create the brand value of J. Front Retailing, which will result in the creation of new values with which society empathizes.

Through this initiative, we will contribute to society at large as well as aiming at developing the Group.