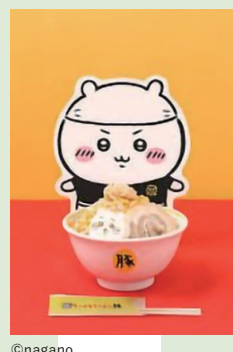


Explore Content with IP and MD.

► Chiikawa Ramen Buta

Of the five areas that Parco will be focusing on in building its IP business model, the key factor in IP retail is to utilize Parco's discerning eye to develop IPs and co-create with other companies.



©nagano

Chiikawa Ramen Buta is a restaurant inspired by the “trending ramen shop” featured in the popular work “Chiikawa” by illustrator Nagano, opening in March 2024. As of August 2025, it operates four locations: Ikebukuro PARCO, Nagoya PARCO, Shinsaibashi PARCO, and Hiroshima PARCO.

“Chiikawa” has gained many fans overseas, so it opened in Hong Kong for a limited time in August. We established an overseas location so fans can experience it without having to travel all the way to Japan.

Parco plans and operates collaboration cafes featuring various artists and anime characters. This food and beverage business provides spaces where visitors can experience the worlds of these works and characters firsthand. We develop menus and offer limited-edition goods specifically designed to delight each fan base.

► PARCO GAMES

PARCO GAMES is a new game label launched by Parco's Gaming Business Development Department, which was established in September 2023. Under the name of PARCO GAMES, Parco has continued to disseminate various cultural activities, including theater, since its founding, and will now enter the game market, a communication ground that connects the world, in order to expand into new areas of its cultural creation business.

The business is broken down into areas that will benefit IP holders, such as “publishing,” which involves distributing and selling game titles as well as providing development support and advertising, and “game IP development,” which aims to create in-house IPs. In addition, with a view to utilizing IPs and content offline, the business will also be involved in “events” and “media utilization” through synergies with PARCO stores and other cultural creation businesses, thereby spreading the appeal of game IPs both online and offline.

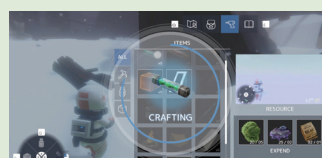
Antarctic Project is the first digital indie game title announced for launch by PARCO GAMES in August 2025. The IP is jointly owned by game developer RexLabo and PARCO GAMES, and is scheduled to be released on the global game sales platform Steam in winter 2025.

PARCO GAMES will vigorously continue activities that convey the worldviews and appeal of the various game IPs handled by the label. Furthermore, to further broaden this appeal, we will enhance our uniqueness within the game market through distinctive initiatives utilizing Parco's assets. We also aim to establish a unique position by expanding initiatives characteristic of PARCO GAMES not only domestically but also in overseas markets.

With these activities at the core, we envision that game IPs and PARCO GAMES will co-exist, enhancing the appeal and value of each, and firmly establishing GAME as one of Parco's new branding pillars.



PARCO GAMES 南極計画 Antarctic Project
©PARCO/©RexLabo



business frontiers and find courage in that.

RexLabo, the developer of this title, has decided to launch its years-in-the-making Antarctic Project in partnership with PARCO GAMES. We will dedicate ourselves fully to advancing this project, striving to meet the expectations of RexLabo and all supporters of PARCO GAMES.



YAMANAKA Ayako

Gaming Business Development Department, Parco Co., Ltd.

Antarctic Project is a survival adventure game set in a devastated Antarctic 900 years in the future, where the protagonist, a child, goes on an adventure.

Every day, watching the child venture alone into uncharted territory, I see PARCO GAMES taking on new

We are promoting the ownership and development of content through the lens of intellectual property (IP) and merchandising (MD). Parco's IP business model has been divided into five areas, encompassing both its own IP business and the use of other companies' IPs. Daimaru Matsuzakaya Department Stores is also collaborating with brands and artists, and even developing original products by establishing joint ventures (JVs). These are examples of co-creation that leverage the discerning eye and networks that Parco and Daimaru Matsuzakaya Department Stores each possess. These are essential challenges for the future of retail, and we are steadily seeing results.

► Opened an official store for the Osaka Kansai Expo

Daimaru Matsuzakaya Department Stores operated an official store within the venue of the Osaka Kansai Expo, held for approximately six months starting in April 2025. Leveraging its long-cultivated department store expertise, it offered a unique spatial design evoking Japanese aesthetics and a wide range of products, including approximately 200 original items. With a focus on conveying the best of Japan, we have curated a lineup of products symbolizing Japanese virtues, not limited to traditional crafts and art, but also goods made in collaboration with creators favored by fashion-forward audiences, brands popular among young people, and department store basement food brands, and beloved classic confections, transcending conventional categories.

The crafts and artworks were left to the free imagination of each creator and artist, and wonderful products with the Expo's official character Myaku-Myaku that shine with individuality were completed. In addition, the apparel products were made in unique collaboration with the brand's fan base in mind, while respecting each brand's identity.

In recent years, department stores have seen a decline in purchase on a no return basis. However, we believe it holds significant meaning that we were able to challenge ourselves to

create original products by moving slightly upstream, leveraging the opportunity to open an official store for the Osaka Kansai Expo. We are confident that co-creation, utilizing our strength in external networks, still holds untapped potential to generate value that exceeds customer expectations.



“A Radiant Life Cobra Twist” by NAKAMURA Hiromine
© MATSUMOTO Kazuo © Expo 2025



HIRUMA Sutezo

Event Planning and Content Development Manager
Marketing Strategy Promotion, Store Planning Promotion Division
Daimaru Matsuzakaya Department Stores Co. Ltd.

We started from scratch, feeling our way through everything from bestsellers to product lineup. Precisely because of that, I believe we were able to take bold challenges without being constrained by

conventions. Through numerous collaborative projects conveying Japan's appeal centered on fashion and artistry, we achieved a cohesive store layout featuring a highly distinctive product lineup. Furthermore, as our “color,” or unique identity, became clearer, I truly felt our team's passion grew stronger and stronger. Leveraging the invaluable experience gained from this project, I will continue to strive to create value that exceeds our customers' expectations through emotionally compelling products and experiences.

► Co-created original sweets by establishing a JV

Daimaru Matsuzakaya Department Stores and Mon Creve Co., Ltd. have established a JV called Annivel Co., Ltd. to sell original sweets and operate its stores, on July 28, 2025. This is one of our new initiatives to further deepen our retail business by owning and developing our own content.

Mon Creve has the strength to accurately grasp market trends and excel in planning the creation of new sweets that no other company can offer, having previously developed original sweets such as Noix. Meanwhile, Daimaru Matsuzakaya Department Stores operates its core stores in major cities nationwide and maintains a high level of customer attraction. Through this collaboration, we will combine the strengths of both companies, and aiming to think outside the box and create new flavors, textures, appearances, and experiences, we will promote the development of highly original sweets.

The new sweets shop is named “PATISSERIE ANNIVEL,” with a concept centered on providing a special experience that conveys customers' various “sentiments” through story-driven sweets for life's important milestones and commemorative occasions. The first store is scheduled to open in late October. While opening stores within the Group's commercial facilities, we will also pursue expansion beyond the Group, working to co-create and expand new value.

