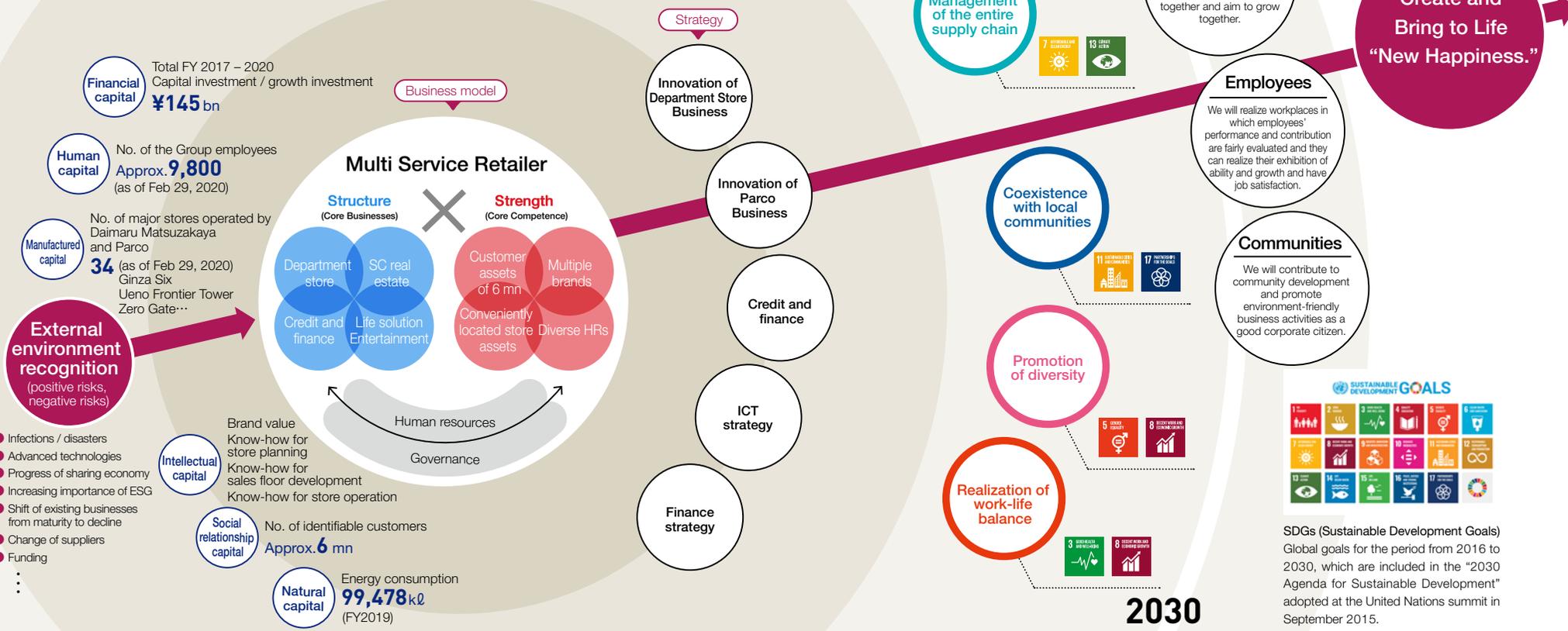


JFR Business Strategy

Under the Corporate Credo and the Basic Mission Statement, J. Front Retailing is committed to creating affluent lifestyles with its stakeholders to realize the Group Vision "Create and Bring to Life 'New Happiness.'"

The business activity of J. Front Retailing is to constantly seek to create rich markets that 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 value with which its various stakeholders empathize.

Circulating the Group's business model and creating new value 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 value with which society empathizes. Through this initiative, we strive to create both social value and economic value.



SDGs (Sustainable Development Goals) Global goals for the period from 2016 to 2030, which are included in the "2030 Agenda for Sustainable Development" adopted at the United Nations summit in September 2015.

2030