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Well-Being Life for Customers



The JFR Group's concept of a Well-Being Life is a "life that is rich in mind and body," one that is not only materially and economically rich, but also rich spiritually, socially, and environmentally. The JFR Group, in collaboration with its business partners, is committed to creating new customer experiences and attractive stores and towns that coexist in harmony with local communities.

Providing Wellness Items

In January 2023, Daimaru Kobe held "Think Wellness – A Wonderful Marche for the Mind and Body." This event offered customers the opportunity to encounter wellness items from the three perspectives of "exercise, rest, and nutrition" to help them lead healthier and more beautiful lives. More than 20 brands were on display, including a tent sauna exhibit, and there was a talk show and a space for hands-on experience with the latest massage equipment.

After the COVID-19 pandemic, we recognize that our customers have a growing interest in and need for healthcare and self-care. We need to propose solutions that meet these needs.



View of the event

Welpa Promotes Cervical Cancer Screening

In November 2022, PARCO held a campaign at the Welpa medical wellness mall in Shinsaibashi PARCO to promote cervical cancer screening. Although the cervical cancer screening rate is high in developed countries, the rate in Japan is extremely low*, in the 40% range. To address this situation, PARCO held the event to make it easier for women to receive medical checkups that they often avoid due to the "high cost" and a feeling that it is "inconvenient or unnecessary to go."

Welpa offers a wide range of services and products, from medical care to food, cosmetics, and FemTech in a comfortable space to help women make it a habit to take care of themselves while having fun.

*OECD, OECD Health Data 2015, Nov 2015.



Creating New Customer Experiences Through e-sports

As we seek to expand our business domains to realize the Group vision of "Create and Bring to Life 'New Happiness'," discovering the seeds of the next era and providing new experiences and excitement has been one of our important missions. Among these, e-sports, which has been gaining momentum in recent years, mainly among the younger generation, is one of the categories attracting attention. In December 2022, the Company acquired XENOS Corporation (XENOS), which owns the e-sports team SCARZ.

Through e-sports, the Group aims to nurture the entertainment business of the future, acquire a next-generation customer base, and create new customer experiences through real x digital, while creating new value by generating synergies with existing businesses such as PARCO and department stores.



SCARZ eSports players at the match venue