三越伊勢丹ホールディングス

Plan·Do·See Inc.

October 5, 2015
Isetan Mitsukoshi Holdings Ltd.

Plan Do See Inc.

Notice of Establishment of Joint Venture in the Bridal Business

Isetan Mitsukoshi Holdings Ltd. (Head office: Shinjuku-ku, Tokyo; President and CEO Hiroshi Ohnishi; hereafter "Isetan Mitsukoshi") and Plan Do See Inc. (Head office: Chiyoda-ku, Tokyo; Representative Director and CEO Yutaka Noda; hereafter "Plan Do See") hereby announce the establishment of Isetan Mitsukoshi Plan Do See Co., Ltd. in October.

Background and Objective of Establishing New Company

Isetan Mitsukoshi holds as its Group Vision "To become the indispensable department store" for each individual customer throughout his or her life by continually creating new lifestyles and being of use to our customers in their many different roles in life. Toward this realization, concerning expansion into developing areas as outlined in the Mid-term Management Plan, Isetan Mitsukoshi sees the area surrounding the life events of customers as having great possibilities, and is advancing the development of new businesses with a high degree of uniqueness that leverage the strengths of the Group.

Plan Do See, as a pioneer in "Orignal Weddings" and "Restaurant Weddings," possesses a wealth of know-how and business experience, in addition to fostering an excellent ability to create event spaces and develop personnel. Furthermore, centered on achieving profitability with remodeled properties, Plan Do See does not conduct standardized expansion with similar properties, but instead has strength in development and editing abilities to meet the historical and customer needs of each property for each project. With the corporate vision of "Providing Japanese hospitality to people worldwide," Plan Do See has expanded into the wedding, restaurant, banquet, and hotel businesses.

The environment surrounding weddings is currently undergoing significant change. Customer needs vary widely, and norms regarding weddings are slowly shifting. By combining the high-quality customers and a reputation and trust gained from its long history, Isetan Mitsukoshi will fuse the aforementioned with Plan Do See's excellent intuition and wealth of know-how and maximize the ability to edit objects and things in respective areas in order to create a unique wedding business only possible due to cooperation with two companies that have proven track records. Upon seeing that the above way of thinking was common to both companies, the companies have decided to enter into a joint venture.

Furthermore, Isetan Mitsukoshi and Plan Do See, starting with the bridal business, will promote measures to move into areas such as the restaurant business and other areas, to create further value.

Outline of the New Company

1. Company name — Isetan Mitsukoshi Plan Do See Co., Ltd.
2. Capital — 50 million yen
3. Ownership ratio — Isetan Mitsukoshi 51%:Plan Do See 49%
4. Location of head office — 5-16-10 Shinjuku, Shinjuku-ku, Tokyo
5. Office — 2-1-1 Marunouchi, Chiyoda-ku, Tokyo (within Plan Do See headquarters)
6. Scheduled establishment — Mid-October 2015
7. Representative — Representative Director and Chairman Hiroshi Maeno
   Concurrently: Managing Executive Officer and General Manager, Merchandising Headquarters, Retail Business Planning & Operation Headquarters, Isetan Mitsukoshi Ltd.
   Concurrently: Managing Executive Officer and General Manager, Foods and Bridal Business Headquarters, Isetan Mitsukoshi Holdings Ltd.
   Concurrently: Head of Planning, Food and Bridal Business Headquarters
   Representative Director and President Shunichi Mochizuki

Outline of Primary Business

■ Wedding Facilities Operation Business

1) Directly managed stores
- Planning and operations of weddings and receptions
- Facility creation through remodeling of historic structures, etc. (*)
- Facility creation through self-designed new structures

* Properties that have a high intrinsic value, but do not have potential exercised to the fullest, and for which an improvement in value can be foreseen through remodeling as a wedding, party, or food service venue.

2) Consigned hotel wedding operation business

■ Other Businesses

Restaurant business, etc.

Outline of Isetan Mitsukoshi Holdings Ltd.

(1) Name — Isetan Mitsukoshi Holdings Ltd.
(2) Representative — President and CEO Hiroshi Ohnishi
(3) Location of head office — 5-16-10 Shinjuku, Shinjuku-ku, Tokyo
(4) Capital — 50.1 billion yen
(5) Net sales — 1,272.1 billion yen (consolidated)
(6) Business content — Business related to department stores, etc.

Outline of Plan Do See Inc.

(1) Name	Plan Do See Inc.
(2) Representative	Representative Director and CEO Yutaka Noda
(3) Location of head office	2-1-1 Marunouchi, Chiyoda-ku, Tokyo
(4) Capital	100 million yen
(5) Net sales	26.0 billion yen (sum of primary group companies)
(6) Business content	Operation and planning of restaurants, banquets (weddings), and hotels, etc.

[For inquiries, please contact]

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