



Press Release



三越伊勢丹ホールディングス

October 2, 2015

Isetan Mitsukoshi Holdings Ltd.  
Culture Convenience Club Co., Ltd.

## **Basic Agreement for Comprehensive Alliance Between Isetan Mitsukoshi and Culture Convenience Club**

Isetan Mitsukoshi Holdings (Head office: Shinjuku-ku, Tokyo; President and CEO Hiroshi Ohnishi; hereafter “Isetan Mitsukoshi”) and Culture Convenience Club Co., Ltd. (Head office: Shibuya-ku, Tokyo; Representative Director President and CEO Muneaki Masuda; hereafter “CCC”) hereby announce the conclusion of a basic agreement this day for a comprehensive alliance centered on the establishment of a new company for promotion of marketing businesses.

### **■ Background to and purpose of the basic agreement**

As the proprietor of classic Japanese department stores such as the Isetan Shinjuku Main Store, the Mitsukoshi Nihombashi Main Store, the Mitsukoshi Ginza Store, Mitsukoshi aims to consistently provide new value for its customers by creating new upmarket lifestyle options. CCC proposes new lifestyle options to the general public through its database marketing business centered on the T Point program, the largest shared point service in Japan with over 55 million members, as well as its T-SITE, TSUTAYA BOOKS, TSUTAYA ELECTRICS stores and other retail facilities that seek to offer lifestyle proposals.

Through the organic fusion of the assets of both companies, this alliance is intended to help both partners hasten the realisation of their group visions. For Isetan Mitsukoshi, this is becoming the “world's foremost retail and services group,” and for CCC, the “World's Top Planning Company.”

### **■ Details of the basic alliance agreement**

- A new marketing company will be set up leveraging the know-how of both companies (Isetan Mitsukoshi will have a 51% stake, and CCC the remainder).
- From Spring 2016, customers will be able to use the T Point program at Isetan Mitsukoshi department store subsidiaries in Japan.
- Both companies are discussing new business plans and developments such as retail facilities that seek to offer lifestyle proposals.

Further details will be duly announced as they are confirmed.

## ■ Reference: Profile of the companies

Isetan Mitsukoshi Holdings Ltd.

- (1) Representative: President and CEO Hiroshi Ohnishi
- (2) Location of head office: 5-16-10 Shinjuku, Shinjuku-ku, Tokyo
- (3) Capital: 50.1 billion yen
- (4) Consolidated net sales: 1,272.1 billion yen (as of March 31, 2015)
- (5) Website: <http://www.imhds.co.jp>

Culture Convenience Club Co., Ltd.

- (1) Representative: Representative Director President and CEO Muneaki Masuda
- (2) Location of head office: Shibuya Garden Tower 6F, 16-17 Nanpeidai-cho, Shibuya-ku
- (3) Capital: 18.5 billion yen (total of capital and capital surplus)
- (4) Consolidated net sales: 195.9 billion yen (as of March 31, 2015)
- (5) Website: <http://www.ccc.co.jp>

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