Press materials

ISETAN MITSUKOSHI HOLDINGS

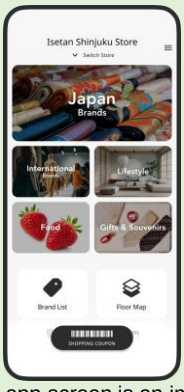
March 28, 2025
Isetan Mitsukoshi Holdings Ltd.

Isetan Mitsukoshi Holdings Ltd. has launched a new service to expand connections with customers in order to further transform itself from a "Store business" to a "Individual customer business"

MICARD Basic from Wednesday, March 19
Global app for overseas customers MITSUKOSHI ISETAN JAPAN from Wednesday, March 26







The app screen is an image only

Isetan Mitsukoshi Holdings Ltd.(Shinjuku-ku, Tokyo; Toshiyuki Hosoya, Director, President and CEO; hereinafter "Isetan Mitsukoshi HDS") has launched the "MICARD Basic" service for domestic customers and the "MITSUKOSHI ISETAN JAPAN" global app for overseas customers, aiming at further identification in the department store business, attracting customers from around the world and offering diverse values to "our customers= individual customers who are identified and connected with us ".

Unlike the previously issued "MICARD PLUS" card, the "MICARD BASIC" card has no annual fee for many years and can be used easily by customers. The "MITSUKOSHI ISETAN JAPAN" global app for overseas customers provides information on events and floor maps of each store tailored to the interests of overseas customers. It also includes a 5% discount shopping coupon that can be used for purchases. As with the current "MITSUKOSHI ISETAN App" for domestic customers, we aim to further expand service functions to enable service proposals and interactive communication tailored to each individual overseas customer.

We will promote the next medium-term management plan starting from fiscal 2025 with the aim of identifying customers attracted by department stores and expanding the relationship with "individual customers" to the intra-group coordination other than the department store business, while leveraging the connections with "individual customers" developed in department stores.

■ Outline of new services for further Individual customer business

(1)No annual membership fee for many years “MICARD BASIC”

March 19, 2025 (Wednesday)
Start of service

(1) Card annual fee is waived for many years, including one family card
(2) 2% of MI points are granted for card purchases at Isetan Mitsukoshi Group department stores (with some exceptions apply)
(3) When linked to the MITSUKOSHI ISETAN App, you can check the latest personalized information and usage history through the app

https://www.mistore.jp/shopping/campaign/micard_cp

(2) Global app for overseas customers “MITSUKOSHI ISETAN JAPAN”

March 26, 2025 (Wednesday)
Start of service

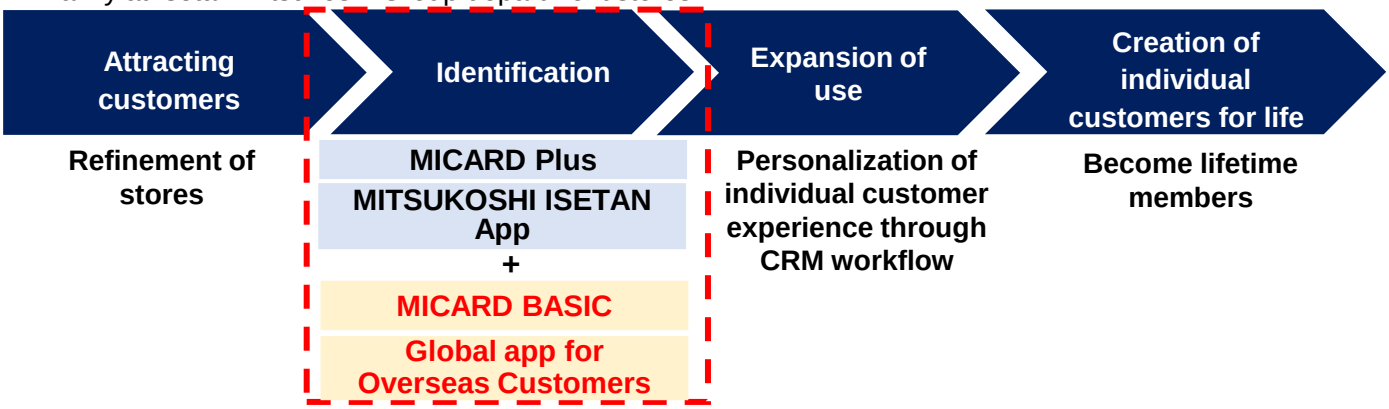
(1) Distribute information on products and events at each store tailored to the interests of overseas customers
(2) Floor maps, brand lists, and other information to enhance the in-store shopping experience
(3) Issued a 5% discount shopping coupon for foreign visitors to Japan (with some exceptions apply)

*The offerings in (1) and (2) differ depending on the store.

https://cp.mistore.jp/global/en/app.html
You will be redirected to the website in English

■ Isetan Mitsukoshi Group's three key strategies and the "Individual customer business" process

The Isetan Mitsukoshi Group is transforming its business model from a “Store business” to a “Individual customer business” in order to realize “We are a retail group centered on extraordinary department stores working toward improving the lives of our customers”. The previous MICARD PLUS/MITSUKOSHI ISETAN App has been performing well in terms of identification, and we will further expand the scale of identification by providing this new service. The ”MICARD BASIC“ and ”MITSUKOSHI ISETAN JAPAN“ services launched this time are measures for ’‘identification’‘ of the four processes for Individual customer business in the medium-term management plan. After "identification", we will further aim to create lifelong customer through the provision of personalized experiences tailored to each customer by using the card mainly at Isetan Mitsukoshi Group department stores.



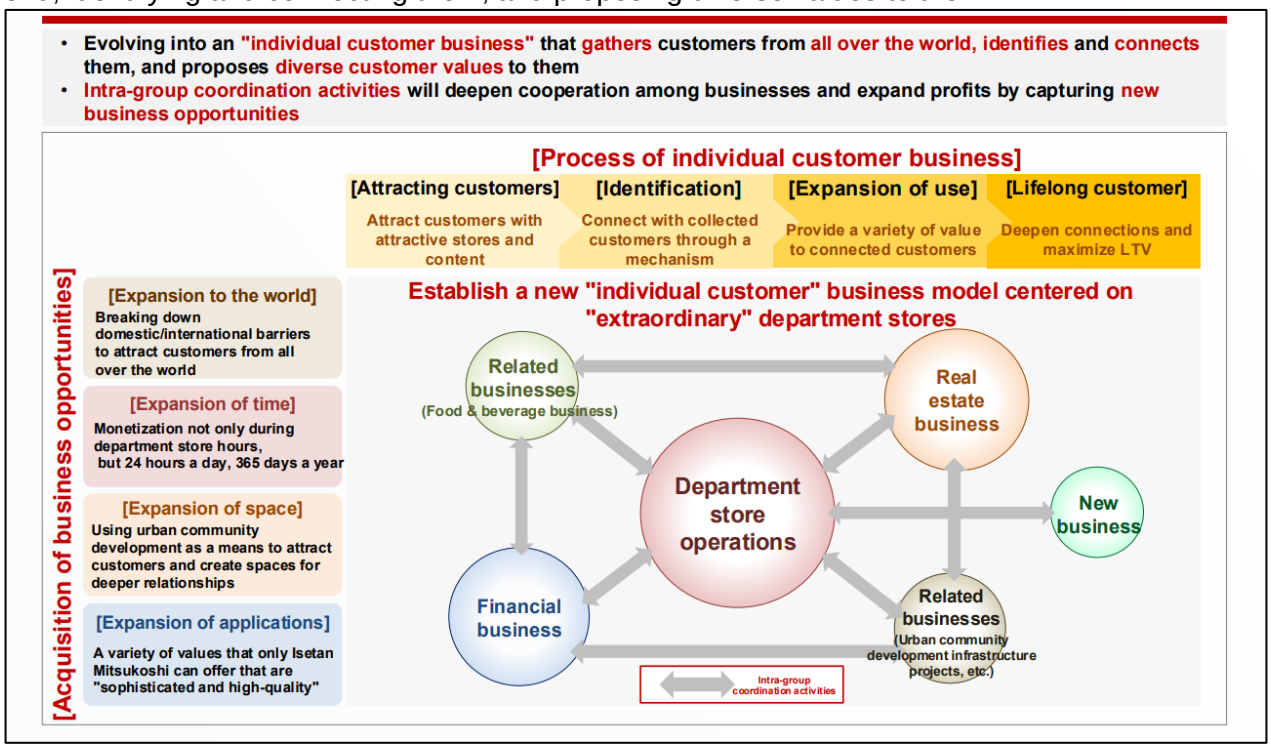
(1) High sensitivity, fine quality strategy

(2) CRM strategy to connecting with individual customers

(3) Intra-group coordination and urban community development strategies

■ Isetan Mitsukoshi Group Next medium-term management plan (25-30 years)

In November 2024, Isetan Mitsukoshi HDS announced its next medium-term management plan (25-30 years).
We will further evolve our transformation into a "Individual customer business," which is also being promoted in the current medium-term management plan, by gathering customers from all over the world, identifying and connecting them, and proposing diverse values to them.



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