

November 4, 2022  
Isetan Mitsukoshi Holdings Ltd.

# “MITSUKOSHI FRESH” & “MITSUKOSHI Beauty”

## Opening on Friday, November 18, 2022

### at “MITSUKOSHI BGC” in Manila, Philippines

Isetan Mitsukoshi Holdings Ltd. (Head office: Shinjuku-ku, Tokyo; Director, President and CEO: Toshiyuki Hosoya; hereinafter, “Isetan Mitsukoshi HDS”) and Federal Retail Holdings Incorporated (Head office: Makati, Philippines; Chairman: Thomas F. Mirasol; hereinafter, “Federal Retail”), a subsidiary of Federal Land Incorporated, established a joint venture to form Mitsukoshi Federal Retail Incorporated (hereinafter, “MFRI”). They are pleased to announce the opening of a new supermarket “MITSUKOSHI FRESH” and a new beauty store “MITSUKOSHI Beauty” operated by MFRI, on **Friday, November 18**, at “MITSUKOSHI BGC” in Bonifacio Global City (BGC) area in the Philippine capital of Manila.

Based on the concept of “A Feast of Your Senses,” MITSUKOSHI FRESH is a premium supermarket which offers fresh food and imported food from Japan, aiming to become a supermarket that can be enjoyed by all five senses. MITSUKOSHI Beauty will mainly carry natural and organic cosmetics under the concept of “Be Essential, Be You,” offering a wellness lifestyle.

# MITSUKOSHI FRESH



※Conceptual drawing

Store name : MITSUKOSHI FRESH  
Store location : 1st basement, MITSUKOSHI BGC  
Business hours : 10:00 a.m. - 10:00 p.m.  
Store area : Approx. 1,500m<sup>2</sup>

# MITSUKOSHI Beauty



※Conceptual drawing

Store name : MITSUKOSHI Beauty  
Store location : Ground floor, MITSUKOSHI BGC  
Business hours : 10:00 a.m. - 10:00 p.m.  
Store area : Approx. 500m<sup>2</sup>

# 1. MITSUKOSHI FRESH

## MITSUKOSHI FRESH

Under the concept of “A Feast of Your Senses,” the store aims to be a supermarket which not only sells goods but can also be enjoyed by all five senses. The store will respond to daily needs of customers with high-quality proposals, especially in the bakery, fruit, vegetable, meat, and fish sections, taking new initiatives unique to the Isetan Mitsukoshi Group’s concept.

### Uniqueness I Exclusive bakery brand



\*Conceptual drawing

Aiming to be a store where customers can enjoy delicious bread and pastry every day, the supermarket will launch a bakery brand, “The Bakery,” in collaboration with a local company that produces bread on an original equipment manufacturing (OEM) basis for luxury hotels in Manila. The supermarket will offer more than 100 types of high-quality bread and pastry, including bread that is unique to Japan, such as thick-sliced white bread and deep-fried “curry bread” filled with Japanese curry.

### Uniqueness II Salad bar in collaboration with “WILDFLOUR CAFÉ + BAKERY”



\*Conceptual drawing

In response to the recent increase in health consciousness, especially in urban areas of the Philippines, the salad bar using fresh ingredients has been developed with “WILDFLOUR CAFÉ + BAKERY,” a popular local café restaurant. In addition to high-quality salads, MITSUKOSHI FRESH will offer fresh juices and prepared vegetable dishes.

### Uniqueness III Fresh meat and fish served through in-store kitchen



\*Conceptual drawing

At the meat and fish sections, the supermarket is also cooperating with tenants opening their first stores in the BGC area. In the Filipino market where high-level freshness is required, MITSUKOSHI FRESH will provide safe and secure fresh products by controlling freshness according to Japanese standards, and will also have an in-store kitchen where supermarket staff customize the fresh products according to the customers’ preferences. The store also plans to offer fresh fish and sashimi, which are hard to find in the Philippines, by airfreighting them from Japan.

### Uniqueness IV Carefully selected Japanese imported groceries



\*Conceptual drawing

MITSUKOSHI FRESH will also offer more than 1,000 kinds of imported groceries from Japan, including Isetan Mitsukoshi’s own products “ISETAN MITSUKOSHI THE FOOD.” In addition to popular brands in the Philippines, the supermarket will also offer high-end groceries that are difficult to find in the Philippines. In the frozen food category where demand is increasing due to lifestyle changes, MITSUKOSHI FRESH’s private brand products such as ramen, gyoza (dumplings), and karaage (Japanese fried chicken) will be launched to make it easier for customers to enjoy Japanese food.

## 2. MITSUKOSHI Beauty

# MITSUKOSHI Beauty

With the concept of “Be Essential, Be You,” MITSUKOSHI Beauty aims to offer a wellness lifestyle by focusing on natural and organic cosmetics that bring out the essential beauty of skin and hair. The store will offer a lineup of products “only available at Isetan Mitsukoshi” by utilizing the cosmetic selection and offering capabilities cultivated on the natural and organic cosmetics floor of Isetan Shinjuku Main Store in Japan.

### Uniqueness I Large selection of Japanese brands



\*Conceptual drawing

MITSUKOSHI Beauty will feature a total of about 10 brands of natural and organic Japanese cosmetics, including “Waphyto,” “E STANDARD,” and “La CASTA,” all of which are making their first appearance in the Philippines. MITSUKOSHI Beauty will offer an extensive lineup of Japanese drugstore cosmetics brands, which are highly popular with Filipino travelers to Japan, and respond to the various beauty-related needs of customers in the BGC area through MITSUKOSHI Beauty’s cosmetics capabilities.

### Uniqueness II Enhanced trial environment



\*Conceptual drawing

MITSUKOSHI Beauty has set up counters in various places so that customers will be able to try on products easily. In addition to courteous customer service by sales staff with specialized knowledge, MITSUKOSHI Beauty aims to create an environment in which customers themselves can easily select and purchase products with satisfaction.

### Uniqueness III High-quality Japanese-affiliated salons



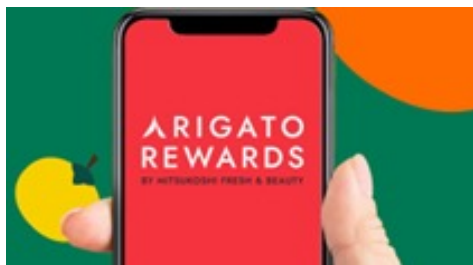
\*Conceptual drawing

MITSUKOSHI Beauty is collaborating with “KIYOSA Japanese Total Beauty,” a Japanese-affiliated salon with an established reputation for service quality, especially among affluent people in the Philippines. The in-store salon will provide nail, eyelash, and hair blow services to meet a wide range of customer needs by offering Japanese-quality treatments in a casual atmosphere.

## 3. ISETAN MITSUKOSHI’s Hospitality

MITSUKOSHI FRESH and MITSUKOSHI Beauty will be managed by Isetan Mitsukoshi Group, taking advantage of the Group’s self-operation and emphasizing the 3E (Expose, Experience, and Education). It will provide a new shopping experience in which customers who visit its stores will be informed of new product values, experience them, and make purchases after being convinced of their satisfaction.

### 3. ISETAN MITSUKOSHI's Hospitality



\*Conceptual drawing

#### Connect with customers through mobile apps

The app's shopping function allows customers to purchase products online and connects with each customer through points they earn from in-store and online purchase. In addition to store and product information, MFRI will build a system that can send out coupons and other information.



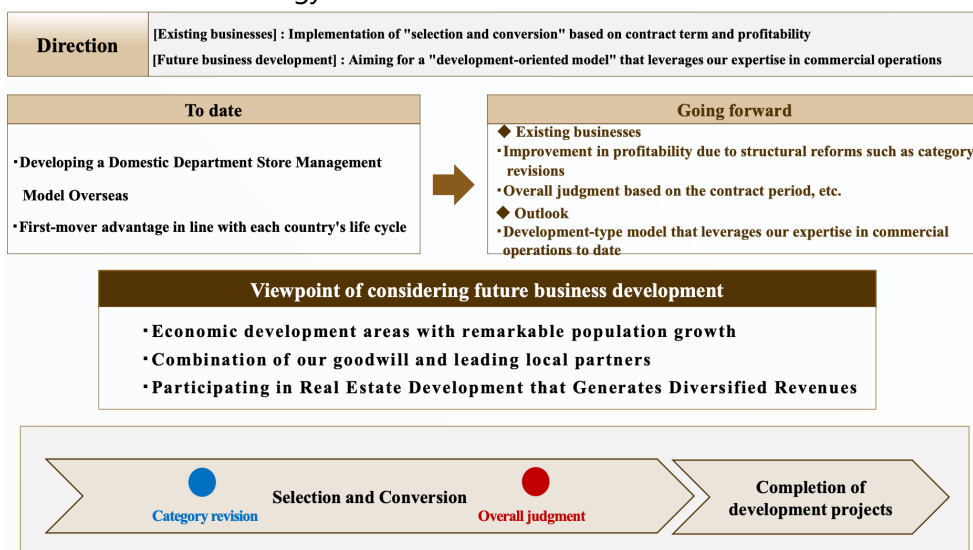
\*Conceptual drawing

#### Hospitality that leverages strengths of department store operations

Product knowledge training by Isetan Mitsukoshi Group's buyers for local sales staff will be held regularly. MFRI aims to establish customer service that conveys value, focusing on products imported from Japan.

### 4. Isetan Mitsukoshi Group's Overseas Business Strategy

Isetan Mitsukoshi HDS has announced a direction in its medium-term plan through fiscal 2024 to consider future overseas business models, focusing on "participation in real estate development that leverages its expertise in commercial operation". In the operation of "MITSUKOSHI BGC", where MITSUKOSHI FRESH and MITSUKOSHI Beauty are located, the business model is to create not only commercial operations but also diversified revenues as part of a large-scale, mixed-use residential and commercial development project jointly undertaken by Federal Land Incorporated and Nomura Real Estate Development Co., Ltd. Isetan Mitsukoshi HDS will continue to aim for sustainable growth under the direction of this business strategy.



\*Isetan Mitsukoshi Group Business Results Explanation Meeting Second Quarter of the Fiscal Year Ending March 31, 2022

This material is an English translation of Japanese announcement made on October 19, 2022 by Isetan Mitsukoshi Holdings Ltd.

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