

**MI Point and Isetan Mitsukoshi’s Customer Program will change from February 2022 so that we can form deeper ties with more customers.**

Isetan Mitsukoshi Holdings (hereinafter “the Company”) aims to be a special department store-centered retail group that enriches the lives of its customers. One of our priority strategies to achieve this vision is our CRM strategy to connect with individual customers. By forming mutual ties with more customers and providing services that are tailored to each individual, the Company hopes to deepen its relationships.

Beginning on February 1, 2022 (Tuesday), we expanded the services for which MI points can be given and used when customers make purchases to all Isetan Mitsukoshi Group department stores in Japan, including to those customers who pay with cash and general credit cards.

In addition, not only will the Isetan Mitsukoshi Customer Program apply to purchases by customers using cash and general credit cards, but also we have begun to offer preferential services at Group department stores nationwide.



The Lounge at the Isetan Shinjuku main store

**1. Isetan Mitsukoshi Group’s steps to connect with individual**

By proposing interactions with customers that meet their needs using e-commerce and our app, in addition to MICARD, the Company will broaden the scope of the customers with which it can communicate. Based on this, we will share information that matches customer needs and special perks commensurate with loyalty to the Company. This will deepen the ties between customers and the Company.

Widening the scope of individual customers we connect with

Increasing the amount used and purchase frequency of individual customers we have connected with

**(1) Connecting with digital ID**

**(2) Connecting with the Isetan Mitsukoshi card**

**(3) Deepen relationships**



Apps, e-commerce

MICARD

Isetan Mitsukoshi Customer Program

Personalized information communication

## **2. Main changes in services from February 2022**

### **Change (1): MI points given**

When paying with cash or general credit cards, MI points can be given and used at Group department stores across Japan through the app.

(This change already went into effect from May 2021 at department stores in the Tokyo metropolitan area.)

### **Change (2): Purchases added to Isetan Mitsukoshi Customer Program**

The purchase amount will be added for app members and Isetan Mitsukoshi online members, even when paying with a payment method other than MICARD. The Customer Program stage will be determined based on the purchase amount.

### **Change (3): Stores offering preferential services for the Isetan Mitsukoshi Customer Program**

The stores providing preferential services for the Isetan Mitsukoshi Customer Program will be expanded to all Group department stores nationwide.

(Until now, these services were primarily provided at department stores in the Tokyo metropolitan area.)