



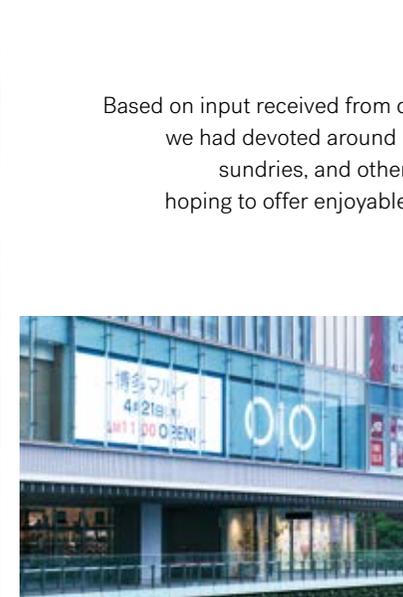
Documentary of Hakata Marui's Grand Opening

Co-Created Next-Generation Marui Departing from Traditional Concept

Hakata Marui is an amalgamation of MARUI GROUP's co-creation efforts.
This store proved that true innovation means departing from the traditional concept of Marui.



On April 20, 2016, the day before the opening of Hakata Marui, our first store in Kyushu, preparations for the opening progressed amid an atmosphere of uncertainty as to whether the customers of Hakata would be receptive toward this new Marui.



Based on input received from customers during planning meetings, we had devoted around 70% of the sales floor to food, sundries, and other lifestyle category items, hoping to offer enjoyable experiences to all customers.



The day of Hakata Marui's opening, April 21, 2016, was unfortunately met with rain. Nonetheless, we found a crowd waiting outside, some of whom had waited through the night. We therefore chose to hold the grand opening of the store 30 minutes earlier than planned.



More than 80,000 customers visited on the opening day. Numerous lines formed within the store, and the draw of this co-created store was palpable. Moving ahead from this successful opening, we must now tackle the true challenge: continuing to grow together with our customers in Hakata.

