

Support for Pursuing Interests

MARUI GROUP supports individuals with an endless range of interests, including anime, K-pop, veganism, cosmetics, art, cafes, camping, saunas, and do-it-yourself projects. The Anime Business Department was established in 2016, primarily with a staff comprising employees who were passionate about anime. The establishment of this department sparked the emergence of various other employee groups offering their support for a specific interest. When people with shared interests are able to gather together, it creates a positive atmosphere that is conducive to self-actualization and self-expression. In this section, we would like to talk about the passion employees devote toward supporting such interests.



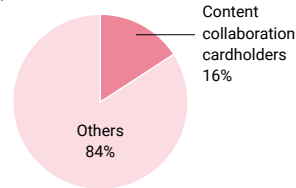
ANIME

Anime Boasting Global-Scale Popularity

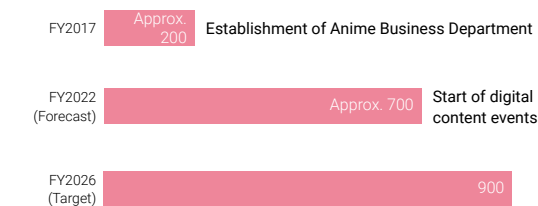
With global-scale popularity, anime is one of Japan's most well-known pop culture elements. Anime series often monopolize the top slots in the popularity rankings of video streaming services, and the impact of anime on society and industry is growing with each coming year.

MARUI GROUP's Anime Business Department was established with a staff centered on anime-loving employees passionate about supporting other anime fans. In addition, Marui stores have been holding anime events to give fans opportunities to better enjoy their passion. Our anime business sees a never-ending stream of new ideas for supporting this interest, including planning and selling original goods to help fans build their collections of merchandise based on their favorite anime series and the issuing of EPOS cards bearing anime-inspired designs. We have been witnessing a constant increase in the annual number of fans visiting event sites and in the number of events themselves, indicating the growth of the population of people who share this interest and our ideals.

Ratio of Content Collaboration Cardholders Among All New Cardholders (FY2020)



Annual Number of Events



Event based on increasingly popular *Tokyo Revengers*
Ken Wakui, Kodansha Ltd., Tokyo Revengers Movie Production Committee, 2020



Event based on highly popular *Jujutsu Kaisen*
Gege Akutami, Shueisha Inc., Jujutsu Kaisen Production Committee



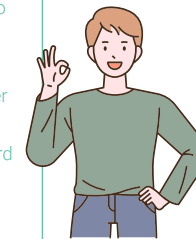
Marina Takao
Sales Section 1,
Anime Business Department
MARUI CO., LTD.

I was able to create a collaboration card based on my favorite anime series!

A number of years ago, I visited a comic market event attended by the company that held the copyrights for my favorite anime series. I spoke with them a little at this event, and this sparked a series of other conversations that eventually culminated in the creation of a collaboration card based on that series. After I transferred from the Anime Business Department to a store, I found myself serving a customer with that card. When they said that they loved the design, it made me super happy. I returned to the Anime Business Department after two years working at the store to find that the department had branched out to also deal with YouTube, streaming apps, and other digital content. We are now able to support the interests of an even wider range of people!

Growing Assortment of Anime Cards Promising to Include Your Favorite

MARUI GROUP's anime-related collaboration cards began in 2014 with a card based on Otomate, a brand of video games aimed at women. In the years that followed, we proceeded to develop an ever-growing assortment of anime cards ranging from cards associated with popular anime series, such as *Gintama*, *Neon Genesis Evangelion*, and *ONE PIECE*, to lesser known series. We will continue to build upon our lineup of collaboration cards so that everyone will be able to find a card based on their favorite series and have that card occupy a permanent position in their wallet.



I want to support the interests of both players and fans!

The Anime Business Department is currently rolling out services aimed at supporting video game players on YouTube and streaming apps as well as their fans. For example, we are holding events at Marui stores that serve as opportunities for players to use to "show off their stuff" and earn a following. Fans can also build solidarity with their favorite players and other fans by attending such events. This is just one way we are allowing MARUI GROUP's media to be used as a stage in our efforts to promote co-creation with digital content. I hope to help make MARUI GROUP a platform holder that uses its assets to support people's interests in the future.

Nearly 300,000 Twitter Followers

The official Marui no Anime Twitter account celebrated the fifth anniversary of its creation with nearly 300,000 followers (as of December 1, 2021), and this number continues to grow. This Twitter account is used as a venue for providing information on limited-time events at Marui and Modi stores and items sold online as well as for conducting campaigns like fandom surveys. Attracting tweets lovingly crafted by fans pushing their favorite series, the account has become a bustling hub of activity. Marui no Anime Twitter will continue to function as a venue for new discoveries and encounters related to one's interests on into the future.

Official Marui no Anime Twitter account
(in Japanese only)
@marui_anime



Birthday event for popular multi-creator P-Marui Sama held at Marui store
© P.M.S.



First physical location of YouTube anime production and distribution company Plott Inc.
©Plott Inc. 2021



Kei Ogawa
Sales Section 1,
Anime Business Department
MARUI CO., LTD.

K-POP

K-Pop Enjoying a Passionate Fandom

K-pop is a genre of music that enjoys a passionate fandom around the world. Fans are so dedicated that they will be seen displaying signs advertising the birthdays and debut anniversaries of their favorite artists, preparing subtitles for television programs in which these artists appear, and otherwise expressing their passion in South Korea and countries around the world.

MARUI GROUP has set up a K-pop division with the goal of further catalyzing the immense passion that fans exert toward this interest. The activities of this division include online community forums and events at Marui stores.

Brief History of South Korean Media Boom

2004	Broadcast of <i>Winter Sonata</i> debuts in Japan, sparking an explosion in popularity of Bae Yong-joon and other South Korean actors
2010	Start of K-pop boom led by artists like TVXQ, Big Bang, Girls' Generation, and Kara
2015	BTS claims No. 1 spot on U.S. Billboard 200
2020	Video productions like the film <i>Parasite</i> and the TV drama <i>Itaewon Class</i> gain attention
2021	K-pop artists take to the global stage, making frequent appearances on overseas music programs

I hope to make fans thankful for the support MARUI GROUP offers for their fandom!

I fell down the K-pop rabbit hole after watching a BTS performance. K-pop fans are quick to move to support their favorite artists, and we hold events related to K-pop and South Korean dramas at Marui stores for the benefit of such fans. We have even started an online community called CHOA Comm to provide a venue for exchanges between fans. This community has recently been working to help out fans that were unable to attend certain events by having fellow fans post reports of these events. I am committed to developing fandom businesses that will make fans thankful for the support MARUI GROUP offers for their fandom.

Community Website for Linking People's CHOA (Likes)

CHOA Comm is a community website created to provide a venue through which lovers of South Korean culture can connect with those who share their passion regardless of time or place. As of December 6, 2021, this thriving online fan community had around 22,000 registered users enjoying the opportunity to tell others about their recommended South Korean dramas and dishes or to talk about their favorite K-pop idols and actors.

CHOA Comm community website (in Japanese only)
www.beach.jp/community/CHOA-0101/index

Check out the official CHOA Comm Twitter account for the latest event information.
[@choa_0101](https://twitter.com/choa_0101)



Commemorative photograph event where fans posed with tomato prop resembling tomato held by actor



Space for visitors to write freely about their favorite South Korean dramas or K-pop artists

Events Designed by Fans to Excite Fans

The most important thing to consider when planning an event is the emotional response it will produce, and MARUI GROUP employs a variety of techniques to excite fans at its events. For example, at an event commemorating the sale of a photo book of a popular actor, we prepared a tomato prop that resembled the tomato held by the actor on the book's cover for fans to use when taking photographs. For events related to K-pop idols, we distribute items that are must-haves for birthday events.



Mayu Hinohara

Sales Section 2,
 Anime Business Department
 MARUI CO., LTD.



K-COSMETICS

Support for Pursuing Interests

K-Cosmetics at the Leading Edge of Beauty

K-cosmetics* are drawing global interest as they continue to set new trends in the field of cosmetics. The greatest appeal of these cosmetics is the high quality they offer relative to their affordable price, allowing them to capture the hearts of fans of all genders, ages, and nationalities.

To support this fandom, MARUI GROUP created KOREAJU, a service that offers a lineup of recommended K-cosmetic products to allow fans to shop for the product that fits them best with peace of mind through both physical and e-commerce venues.

* Korean cosmetics



Erika Yokoyama

K-Cosmetics Business
 Department
 okos Co., Ltd.

I want to evolve KOREAJU into a community of K-cosmetics lovers!

K-pop was the gateway through which I fell in love with K-cosmetics. At KOREAJU events, I have had the joy of chatting with customers about K-pop as I help them pick out cosmetic products, and these customers have mentioned that they wished we did these events all the time. I want to make KOREAJU more than just a place to buy products; I want to evolve it into a community of K-cosmetics lovers and to help create more fans of South Korea through this community.



Event at non-MARUI GROUP store

KOREAJU Lineup Promising Something for Everyone

KOREAJU offers more than 800 K-cosmetic products from 50 brands through its e-commerce website, and we offer new limited-time KOREAJU sets every month that provide discounts and special bonuses. KOREAJU events are periodically held at physical stores to offer customers an opportunity to shop while actually trying out products.

Official KOREAJU website (in Japanese only)
koreaju.0101.co.jp/
 Check out the official KOREAJU Instagram account for information on popular and staff-recommended cosmetic products.
[@koreaju_official](https://www.instagram.com/koreaju_official)



Top 3 Recommendations from KOREAJU Staff

- No. 1 High cost performance face masks
- No. 2 Eyeshadow available in a wide assortment of types
- No. 3 Lip tint that won't get on your mask

I love seeing customers having fun picking out cosmetics!

I am a member of the KOREAJU Support Team, and I help out with the operation of events and with our official Instagram account. I continued to apply for this position through our internal open application system until I was eventually chosen, and I have even been selected to staff events twice. I love K-cosmetics as well as trying out cosmetic products with customers to help them find new likes and maybe even new favorites. Businesses that support interests allow us employees to use our interests to spread the interests of customers. I will continue working to deliver higher levels of service so that I can better give form to the input and desires of customers.



Shiori Yamaguchi

KOREAJU Support Team
 Women's Shoes Sales Floor,
 Machida Marui
 MARUI CO., LTD.

VEGANISM



Support for Pursuing Interests

New Lifestyle Option of Veganism

Veganism is garnering attention from both the perspectives of environmental preservation and health. The influence of this lifestyle is spreading, and we have recently seen a rise in brands that do not use leather products or conduct animal experiments in both the fashion and beauty industries. There might even be times when you are using a vegan product without even knowing it. Focused on food, the element of the vegan lifestyle that is easiest to incorporate into our everyday lives, our Vegan Business Department is developing and selling vegan confections that do not use animal products and sharing how to enjoy such treats via social media.



Setsuko Kaneko
Vegan Business Department
okos Co., Ltd.

I really get the feeling that we are delivering the joy of choice to our customers.

We launched the vee ga boo vegan confection mail order service in May 2021. Since the start of this service, I have been able to see the joy it brings to customers while receiving input expressing this joy, and these outpourings have become my source of motivation. At events, I have seen the eyes of children with allergies light up when they are told that they can eat anything we offered, and this makes me really happy. However, I realize that eggs and dairy products are not the only things people can be allergic to; they can have wheat and soy allergies too. We therefore offer a wide variety of vegan brands and foods, really giving me the feeling that we are delivering the joy of choice to our customers.



Brands rotating on a monthly basis let customers enjoy new treats every month.

Sets Offering the Excitement of Trying Various Delicious Vegan Confections

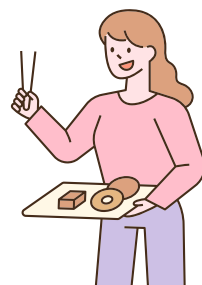
Launched in May 2021, vee ga boo is a mail order service through which users receive sets containing a different assortment of meticulously selected vegan confections every month. Each month, users will be treated to confections from three to five different brands, meaning that everyone is sure to find something they like.

vee ga boo website (in Japanese only)
vee-ga-boo.jp/

Instagram Account Offering Up-to-the-Minute Information

Followers of the official vee ga boo Instagram account will be treated to up-to-the-minute information on our monthly confection sets, recommended brands, and events. We also arrange live broadcasts with the producers of these brands to give followers a behind-the-scenes look at the origins of these brands and the production of their confections. You can even get exclusive coupons and other bonuses.

Official vee ga boo Instagram account (in Japanese only)
[@vee_ga_boo_official](https://www.instagram.com/vee_ga_boo_official)



EMPOWERMENT

Flagship Shops of Brands Supporting Individual Empowerment Opening at Marui Stores

MARUI GROUP continues co-creation with brand holders that resonate with our ideal of supporting individual preferences. Here, we will look at two such companies that have recently opened flagship shops in Marui stores: DINETTE inc. and BULK HOMME Co., Ltd.

Both of these brands have won strong support from customers for the high levels of craftsmanship they devote to their exquisite products as well as for the overall narrative associated with these brands. The flagship shops are steeped in the aesthetic of their respective brands, and their knowledgeable staff are reliable sources of beauty advice. Both shops are sure to offer something that you will love.

Brand Offering Items That Women Have Always Wanted

DINETTE is a company charged with a mission of creating a happier world through the power of women. This company's beauty-related social media accounts supply the latest cosmetics information users seek along with insight and other content to help users become even more beautiful. Moreover, DINETTE's private PHOEBE BEAUTY UP brand has been shaped by information on user needs acquired through various media venues. This commitment to user needs is the reason this brand is loved by so many.

Official PHOEBE BEAUTY UP website (in Japanese only)
phoebbeautyup.com/lp?u=gold

Official DINETTE Instagram account (in Japanese only)
[@dinette_inc](https://www.instagram.com/dinette_inc)



PHOEBE BEAUTY UP shop providing an environment for taking photos to post on social media (Yurakucho Marui)

Empowerment of Men Worldwide through Men's Beauty Products

BULK HOMME defines its mission as earning the No. 1 share of the global men's skincare market. Inspired by this mission, BULK HOMME is supporting the lifestyles of men around the world through men's beauty products. Expanding into Asia in 2017 and then into the United Kingdom and France in 2020, this company has continued to steadily grow its fan base. BULK HOMME only offers products with assured quality verified through a process of repeated inspections. Its physical flagship shop allows customers to try out cosmetic products and feel the actual textures of skin products while talking with staff members.

Official BULK HOMME website (in Japanese only)
bulk.co.jp/

Report on MARUI GROUP's employee visit to BULK HOMME THE STAND shop (in Japanese only)
www.to-mare.com/news/2021/bulk-homme.html



BULK HOMME THE STAND shop that uses the latest technologies to recreate the brand's aesthetic (Shinjuku Marui Main Building)

VOICE



Takuya Noguchi
CEO and Representative Director,
BULK HOMME Co., Ltd.

Our new flagship shop has seen positive reception.

BULK HOMME is a brand founded on the goal of capitalizing on Japan's acute talent for research and development on beauty and skincare products to earn fame around the world. We decided to set up shop in a Marui store after developing a line of cosmetic products for men, as it is important to have a place and services that allow people to try out products, especially cosmetics. Fortunately, our new flagship shop has seen positive reception from a wide variety of customers, ranging from those who have previously purchased our products online to those who had their first experience with our products at the shop.