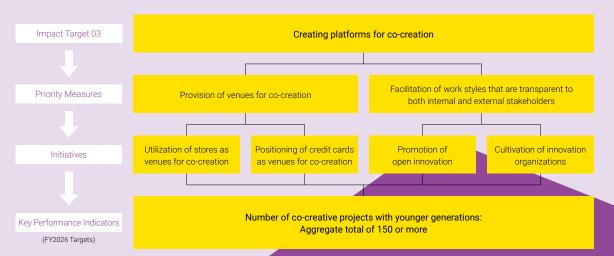
CREATING PLATFORMS FOR CO-CREATION

MARUI GROUP cannot build the world it envisions by itself; it looks to shape this world through co-creation with stake-holders that share its ideals. Our assets include the physical stores that serve as points of contact with 200 million customers, our base of more than 7 million EPOS cardholders, our some 5,000 employees equipped with customer- and IT-oriented mindsets, and our deeply entrenched corporate culture of co-creation. By sharing these assets with stake-holders, we aim to create platforms for co-creation.

Overall Vision and Key Performance Indicators





WHO?



WHAT?

Provision of MARUI GROUP assets to co-creative investees

Improvement of satisfaction of tenants of physical stores

Acceleration of co-creation-based open innovation

Development of work styles and human resource systems that are transparent to both internal and external stakeholders

HOW?

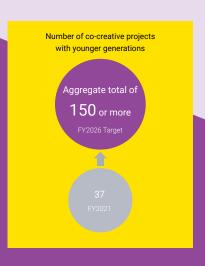
Enhancement of systems for easing process of opening physical stores

Provision of new customer contact points by issuing EPOS cards and referring customers

Stimulation of open innovation through co-creative teams

Creation of open human resource systems allowing for freedom of employment to assemble ideal teams Development of organizations in which talented and motivated individuals can contribute regardless of their age or number of years of service

OUR IMPACT



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