

Community-based High Quality Supermarket

Operating 83 stores in the Tokyo, Kansai and Chubu areas

Peacock Stores operates a total of 83 supermarkets (as of May 2012) in the areas where Daimaru Matsuzakaya Department Stores has its main stores: 48 stores in the Tokyo metropolitan area, 27 in the Kansai area and eight in the Chubu area. The company defines the central area of Tokyo and Yokohama/Shonan area in the Tokyo metropolitan district, the Hanshin area in the Kansai district and the area along the Nagoya Municipal Subway Higashiyama Line in the Chubu district as dominant areas and puts a stronger focus on them. Peacock Stores actively offers reasonable original products tailored to the characteristics of each store as well as a "high quality" assortment backed by the brand image of the Group's main department store business to become a secure and safe food supermarket chain supported by local customers.

Introducing new information system

In March 2012, Peacock Stores introduced new information system and integrated the three different systems separately operated in the Tokyo metropolitan, Kansai and Chubu districts. This enabled central buying based on company-wide unified data and enhanced our buying power. This system also allows us to develop and implement a

merchandise plan at the level of individual stores and offer a product lineup that meets the needs of the local markets. Since the newly introduced data analysis system DWH (Data Warehouse) enabled various real-time analyses including ABC analysis and product loss rate analysis based on raw data obtained from stores, we will avoid stock shortages and nimbly change or stop the offering of products at stores. At the same time, using the new system, we are promoting the reduction of the back-office operations at the head office as well as cost reduction through the streamlining of logistics.

Private brands and store brands

Peacock Stores has a private brand "Peacock Choice," which mainly offers nonperishable food items and groceries for daily use and gains trust from customers, to ensure a stable supply of affordable daily necessities. We also strengthen the local offering of original merchandise (store brands) jointly developed with suppliers and producers, including "Sahoro-kogen Beef" (Tokyo area), "Soya-misaki Beef" (Kansai area) and "Aji to Kaori no Wiener (fragrant and tasty sausages)." With regard to perishable goods, we make production contracts with the producers designated by us, and to non-perishable food products, we add value in accordance with our original specification in an effort to

differentiate ourselves from other supermarkets and increase profitability.

Amid growing demand for *nakashoku*, or prepared food to be eaten at home, we reviewed our lineup of ready-made meals, and in the regions with many single-person households and young people, we have developed and increased products, including Western sweets and snacks, in the areas beyond the boundaries of traditional delicatessen sections. And in the sales space that has many senior shoppers, we have increased single-serving food products such as packages of one or two pieces of cut fish and small packages of salad.

Better catering to the local people

Peacock Stores will make a full use of the new information system to change the balance among specialty products, high-volume products and price-appealing products according to store location to meet local needs. In light of regional characteristics and competitive climate, we will take various measures including the transformation to a low-price supermarket (P Mart) in a region where residents are highly price conscious and the change of floor to mainly accommodate medical facilities in a suburban multistory store that has many senior customers to adapt to regional market changes.

Store locations (As of May 2012)

Tokyo district (48 stores)

Daimaru Peacock Takanawa Gyoranzaka Mejiro

Mejiro Jiyugaoka Asagaya Shimokitazawa Ebisu Kunitachi Sakuradori Yokohamabashi Kugayama Takadanobaba Azabu Juban logi Kyodo Shinurayasu

Sakurashinmachi

Higashikoganei Bunkyo Green Court Mita Isarago Tamagawa Josui Ishikawadai Hanakoganei Kunitachi Bentendor

Hanakoganei Kunitachi Bentendori Fujisawa Treage Shirahata Sangenjaya no Mori Tomare Nihonbashi Hamacho Daikanyama Peacock Shibaura Island Kanda Tsumakoisaka

Matsuzakaya Store Takenotsuka Ehisu Minami

Takenotsuka Ebisu Minami Takashimadaira Toyoshiki Ojima Hongodai Isogo

Exe Peacock Granduo Kamata

Peacock Store
Hakuraku Rokkakubashi
Granpark Tamachi
Kami Ikebukuro
Yokodai
Nikke Colton Plaza
@Nakano Marui
Aoyama
Sodegaura
Fujisawa Opa

Takanodai

Kamiikedai

Kansai district (27 stores)

Daimaru Peacock Senri Daimaru Plaza Tsukumodai

Kitasenri Meimai Matsugaoka Karibadai Tsukahara Senri Minamimachi Plaza Koshien Kotoen P Mart Yamada Mukonoso Senriyama Mino Sakuragaoka Konan

Ashiya Kawanishi

Takarazuka Nakayama Mino Gein Nishi Umeda

Nishi Umeda Shin Kobe Plaza Shinsenri Nishimachi Dojima Crosswalk

Peacock Store Korigaoka Senboku Harumidai Takakuradai Ashiya Nangu Nara Kitaikoma Chubu district

Matsuzakaya Store Motovama

Tsukimigaoka Fujigaoka Hishino Hongo Hirabari Miyoshi Chiyoda



Peacock Store Aoyama