

## Rebuild the South Wing of Ueno Store into a High-Rise Complex

## The south wing will open as a 23-story high-rise complex in fall 2017

J. Front Retailing is rebuilding the south wing of Matsuzakaya Ueno store to draw new crowds to the Ueno Okachimachi area where redevelopment is in progress and contribute to local revitalization. The total project cost will be approximately ¥20 billion. After rebuilding, the south wing will be reborn as a high-rise complex with two floors underground and 23 floors above ground featuring retail facilities, a cinema complex and office facilities in fall 2017.

Along with the rebuilding of the south wing, we renovated the store so that it can operate in the main building only. After moving the sales departments of the south wing to the main building and rearranging them and refurbishing the entire main building, the store made its grand opening in March 2014.



Map of the surroundings of Matsuzakaya Ueno store

## Parco will open on lower floors

The 1st basement floor of the "new south wing," which is under reconstruction, will be integrated with the main building and the 3rd and 6th floors above ground will be connected to the main building with bridges. The lower floors from the 1st basement floor to the 10th floor above ground will house commercial facilities. On the 1st to 6th floors, Parco in the Group will open and the 7th to 10th floors will be occupied by Toho Cinemas. Thus we are developing a new commercial facility featuring the contents that have not been available in the Ueno Okachimachi area in the past.

In the meantime, the higher floors from the 12th to the 22nd will be leased as sophisticated office facilities to secure steady rent income. Five rail lines including JR Yamanote Line and Keihin Tohoku Line, Tokyo Metro Ginza Line and Hibiya Line and Toei Subway Oedo Line run through the Ueno Okachimachi area where Ueno store is located. And more than 1,000 route buses run from the nearest Toei bus stop every day. The area has such good access to transportation and the daytime population is expected to increase by installing office facilities.

## Ueno Okachimachi area where redevelopment is in progress

In June 2009, the Company opened Matsuzakaya Park Place

24, a parking building with commercial space, in the block adjacent to the east of the south wing as part of the development of the surroundings of Ueno store. After that, we have been developing the area in cooperation with the government and the local community. For example, the block in front of the south exit of JR Okachimachi Station, which is adjacent to the east of the store, was developed as a square named "Okachimachi Panda Hiroba."

To coincide with the development of the square in front of the station, commercial buildings are being rebuilt one after another. In fall 2015, a new commercial building using the real estate owned by the Company adjacent to Matsuzakaya Park Place 24 is scheduled to open. And under the elevated railway tracks between JR Okachimachi and Akihabara Stations, a new commercial facility, which is themed on "arts and crafts," opened and new restaurants aiming at economically developing the area by offering local gourmet foods will open in summer 2015. Thus the Ueno Okachimachi area attracts attention as an area where redevelopment is in progress.

As mentioned above, we will combine the efforts of the Group's businesses including department stores as a core and Parco and local people to draw new crowds to the Ueno Okachimachi area where redevelopment is progressing and build a business model that ensures contribution to local revitalization and mutual growth with local communities.

