

# The History of Reform Creates Tradition.

# 1717

Shimomura Hikoemon Shokei opened a kimono fabric store "Daimonjiya" in Fushimi, Kyoto (foundation of Daimaru).



Shinsaibashisuji  
Osaka store

## 1726

Opened Osaka store "Matsuya" in Shinsaibashisuji, Osaka and began cash sales at fixed prices (present location of Shinsaibashi store).

## 1728

Opened Nagoya store at Honmachi 4-chome, Nagoya and used the name "Daimaruya" for the first time (closed in 1910).

## 1737

Distributed to all stores the harging scrolls with the store creed of "Service before Profit" on it. Completed the construction of the new Kyoto flagship store in Funaya-cho, Higashinotoin, Kyoto.

## 1743

Opened Edo store at Odenma-cho 3-chome, Edo.

## 1757

Built Kiba Villa near Han-ei Bridge at Kiba 4-chome, Fukagawa, Edo and set up a shrine of Han-ei Inari in one corner of the property (still present on the premises of Daimaru Core Building). Edo store achieved the highest sales in Japan as a kimono fabric dealer.

## 1837

The Oshio Rebellion broke out. Daimaru escaped burning at the hands of mobs due to its reputation as a philanthropic merchant.

## 1907

Established "Kabushiki Goshi Kaisha Daimaru Gofukuten" with a capital of ¥0.5 mn.

Daimaru

1600

1700

Phase of founding

1800

1900

Matsuzakaya

## 1745

Opened a purchasing office in Muromachi Nishiki-koji, Kyoto.

## 1740

Became a kimono fabric purveyor to the Owari Tokugawa clan.

## 1736

Changed the trade to a silk and cotton kimono fabric retailer.

## 1659

Opened a kimono fabric and fancy goods wholesale store in Chayamachi, Nagoya.

## 1868

Ueno store was used as the headquarters of imperial army during the Ueno war.

## 1805

Opened a cotton wholesale store Kamedana in Odenmachi, Edo.

## 1768

Acquired Matsuzakaya in Ueno, renamed it "Ito Matsuzakaya" and entered into Edo.

## 1907

Reorganized Ueno store into "Goshi Kaisha Ito Gofukuten."

## 1881

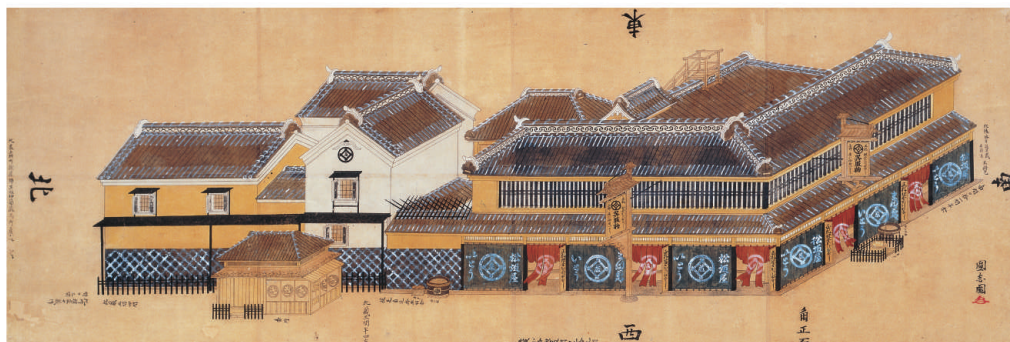
Opened Ito Bank (predecessor of former Tokai Bank) in Chayamachi Kado, Nagoya.

## 1875

Acquired a kimono fabric store Ebisuya and entered into Osaka.

# 1611

Ito Genzaemon Sukemichi opened a kimono fabric and fancy goods wholesale store in Honmachi, Nagoya.



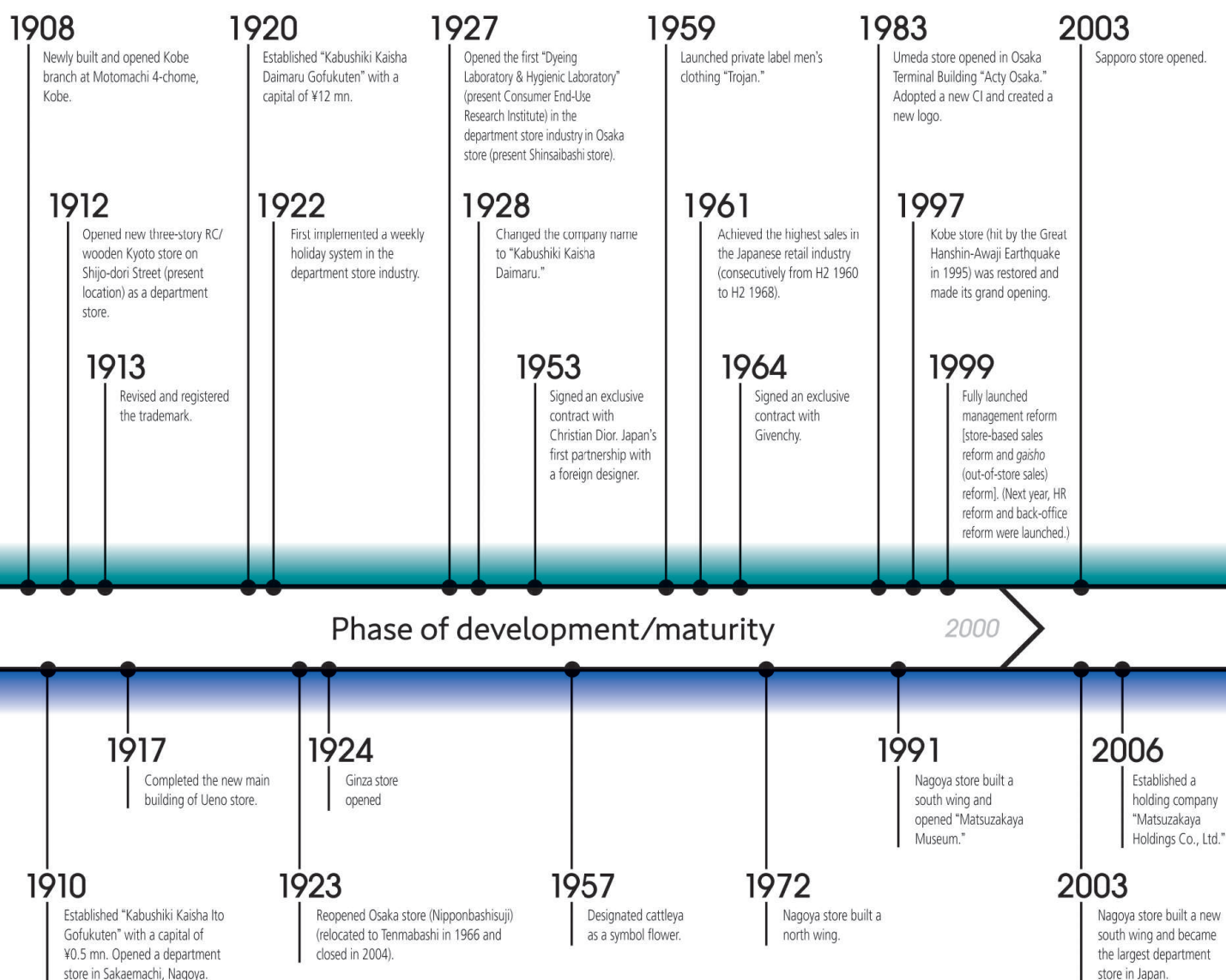
Exterior of Ueno store in 1772



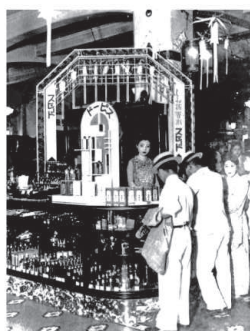
First partnership with a foreign designer



Tokyo store opened



Department store opened



Ginza store



Nagoya store built a new south wing



# Turn Integration into Innovation.

# 2007



J. FRONT RETAILING

The Daimaru, Inc. and Matsuzakaya Holdings Co., Ltd. integrated management.  
Established J. Front Retailing Co., Ltd.  
Phase I relocation and expansion of Daimaru Tokyo store



September 2007  
Established J. Front Retailing Co., Ltd.



## 2010

The Daimaru, Inc. and Matsuzakaya Co., Ltd. merged into Daimaru Matsuzakaya Department Stores Co. Ltd.  
J. Front Design & Construction Co., Ltd. absorbed DHJ Co., Ltd.  
The Daimaru Tomonokai, Inc. absorbed Matsuzakaya Tomonokai Co., Ltd. to form Daimaru Matsuzakaya Tomonokai Co., Ltd.

Phase of business integration and reorganization

## PARCO 2012

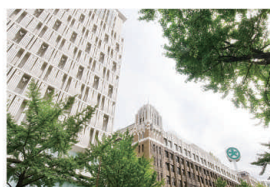
Acquired a 33.2% stake in Parco Co., Ltd. and converted it into an equity method associate.  
Reached a basic agreement with Shanghai Xin Nan Dong Project Management Co., Ltd. and Shanghai New World Co., Ltd. to provide technical support and cooperation in opening and operating a new department store in Huangpu District, China.  
Jointly established JFR Plaza Inc. with StylingLife Holdings Inc.  
Increased a stake in Parco Co. Ltd. to 65% through TOB and converted it into a consolidated subsidiary.  
Dimples' Co., Ltd. spun off Daimaru Matsuzakaya Sales Associates Co. Ltd.  
Phase II expansion of Daimaru Tokyo store



October 2012  
Daimaru Tokyo store reopened with phase II expansion

## 2009

Restaurant Peacock Co., Ltd. absorbed Shoei Foods Co., Ltd. to form J. Front Foods Co., Ltd.  
Matsuzaka Service Co., Ltd. was renamed JFR Service Co., Ltd.  
The north wing of Daimaru Shinsaibashi store opened.  
JFR Service Co., Ltd. absorbed Daimaru Lease & Service Co., Ltd.



November 2009  
North wing of Daimaru Shinsaibashi store opened

## 2011

"Keicho Kosode" from the Matsuzakaya Collection was designated as a national important cultural property.  
Daimaru Umeda store reopened with increased floor space.



March 2011  
Daimaru Umeda store reopened with increased floor space

## 2014

Became affiliated with Rakuten R-Point Card service.  
Fukuoka PARCO opened a new building.  
Invested in Cool Japan Fund.

FY 2014 to 2016  
Medium-term  
Business Plan  
started

## 2013

Sold all shares of Peacock Store Ltd., which operated a supermarket business, to Aeon Co., Ltd.  
Acquired a 70.52% stake in Forest Co., Ltd. and converted it into a consolidated subsidiary.

## 2008

Daimaru Credit Service, Inc. was renamed JFR Card Co., Ltd.  
Daimaru Design & Engineering Co., Ltd., Daimaru Mokko Co., Ltd., Matsuzakaya Seiko Co., Ltd. and Refex Japan, Inc. merged into J. Front Design & Construction Co., Ltd.  
Dimples' Co., Ltd. absorbed Daimaru Sales Associates Co., Ltd.  
Integrated the information systems of The Daimaru, Inc. and Matsuzakaya Co., Ltd.

## 2015

Increased floor space of the main building of Fukuoka PARCO.  
Acquired a 22.6% stake in Senshukai Co., Ltd. and converted it into an equity method associate.  
Shanghai New World Daimaru Department Store opened.  
Decided to rebuild the main building of Daimaru Shinsaibashi store.  
Decided to rebuild Shibuya PARCO  
Invested in Scrum Ventures.



April 2017  
Ginza Six opened



November 2017  
Ueno Frontier Tower opened



Fall 2020  
PARCO will open in the north wing of Daimaru Shinsaibashi store  
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## 2017

Voluntarily applied the International Financial Reporting Standards (IFRS).  
Transferred the business of JFR Online Co. Ltd.  
"Ginza Six" opened.  
Transitioned to a Company with Three Committees (Nomination, Audit and Remuneration Committees).  
Transferred shares of Forest Co., Ltd.  
Ueno PARCO\_ya opened.  
Ueno Frontier Tower opened.  
JFR Plaza Inc. was dissolved and liquidated.

## 2020

Converted Parco Co., Ltd. into a wholly owned subsidiary (Mar).  
Halted the current Medium-term Business Plan and began to formulate a new Medium-term Business Plan.  
A commercial complex "Nihon Seimei Sakaemachi Building" (provisional) will open (fall).  
PARCO will open in the north wing of Shinsaibashi store (fall).

FY 2017 to 2021  
new Medium-term  
Business Plan  
started

Phase of dramatic growth /  
changing the Group structure

Create and Bring  
to Life "New  
Happiness."

## 2019

Kinshicho PARCO opened (Mar).  
SAN-A Urasoe West Coast PARCO CITY opened (Jun).  
The new main building of Daimaru Shinsaibashi store opened (Sep).  
New Shibuya PARCO opened (Nov).  
Commenced TOB to convert Parco Co., Ltd. into a wholly owned subsidiary (Dec).

## 2021

New Medium-term  
Business  
Plan will start

## 2016

Phase III renovation and grand opening of Matsuzakaya Nagoya store  
Sendai PARCO 2 opened.

## 2018

Accepted purchase of own shares by Senshukai Co., Ltd.



September 2019  
New main building of Daimaru Shinsaibashi store



September 2019  
New Shibuya PARCO