

A D A S T R I A

Play fashion!

Transitioning from an Apparel Company to a Good Community Co-Creation Company



The Adastria Group celebrated its 70th anniversary last year. Ever since our founding, in every era, we have been continually striving to be a company that brings a sense of excitement to our customers' daily lives within that era.

Under our philosophy of "Be a person needed, Be a company needed", we have strived to always be the kind of company that makes all of our stakeholders feel "I'm glad I found Adastria" throughout our history. Our mission, "Play fashion!," expresses our unchanged objective to use fashion to enrich people's lives and make them happy.

The "fashion" we propose now is not just limited to the framework of the apparel industry, but extended to all other tangible and intangible day-to-day scene for enjoying life in your own way such as food, living environments, culture, and art.

Moving forward, we will work to provide more fun options to people all over the world every day, contributing to a richer way of life. To this end, we will continue to grow, striving to become a Good Community Co-Creation Company that brings new value to the world with like-minded associates in collaboration with various partners inside and outside of the company.

Chairman of The Board
Michio Fukuda

福田 三子男

Representative Director and President
Osamu Kimura

木村 治

MISSION

Play fashion!

Fashion that inspires you.

Fashion that creates a vibrant community.

Fashion for living your best life.

VISION

Joyful options galore!

VALUES

We always act with our customers in mind.

Taking on new challenges enables us to grow and evolve.

We value diversity and progressing as a team.

Contributing to society by helping others.

Making everyday life an adventure.

Multi-brand

The ADASTRIA Group operates over 30 brands in Japan and abroad. Since this multi-brand approach enables us to remain a close companion in our customers' lives for a long time, we are promoting brand development and product line expansion to maximize our lifetime value for each individual.

Value Chain

We based on the opinions of customers and staff, quickly make use of trends and store information in our product development. Our streamlined value chain covers everything from planning, to production, distribution, and sales, enabling us to provide new fashion to customers around the world.

Adastria's Value Chain

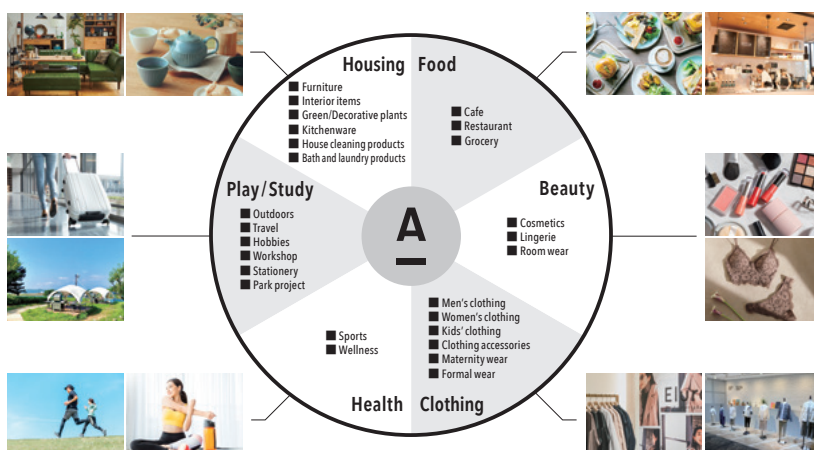


Multi-category

In addition to apparel, we offer fashion items and services for the diverse lifestyles of each and every customer in a variety of categories surrounding daily life.

Multi-faceted product categories make it possible for offerings to be combined in many ways.

1. Can develop new brands to suit changing customer and market needs
2. Can expand shop/branch channels as needed
3. Can create larger in-store floor area [large-scale retail space]



Adastria Group Brands

At the time when people have a wide range of options for assembling their personal styles, The Adastria Group has expanded to a diverse variety of brands including not only apparel but also other business types such as restaurants, with offerings tailored to the sensibility and creative lifestyle of each individual customer.

Apparel Goods



GLOBAL WORK

Target Men and women from 20s to 40s, kids from 6 to 15
Location Shopping centers
Category Men's, women's, kids', food and beverages



niko and ...

Target Men and women aged 25 to 35
Location Shopping centers, fashion malls and road-side stores
Category Men's and women's fashions, interior items, sundries, cosmetics, outdoor goods, sports fashions, food and beverages



LOWRYS FARM

Target Men and women from 20s to 30s, kids from 4 to 15
Location Fashion malls, shopping centers and road-side stores
Category Women's fashions
(Kids' and men's fashions also available at some stores)



studioCLIP

Target Women from 30s to 40s
Location Shopping centers, fashion malls
Category Women's fashions, sundries, interior items, food and beverages



LAKOLE

Target Ageless, genderless
Location Shopping centers
Category Men's and women's fashions, sundries, grocery



FOREVER 21

Target Women from 20s to 30s
Location fashion malls and shopping centers
Category Women's fashions

Food



AlohaTable

AlohaTable is a Hawaiian cafe and restaurant chain with its main location in Waikiki that spreads the message of island culture. The premium loco moco is a local dish that has won awards numerous times in Hawaii.



The Wharf HOUSE

The facility features cafes, restaurants, and shops and also offers barbecue and picnic goods for enjoying the outdoors in the park. Out on the open terrace, customers can relax in our foot baths by the water and also enjoy craft beers.



A Japanese restaurant inside the Kyushu National Museum. Enjoy Kyushu specialties such as sukiyaki made with local black-haired wagyu beef. There is also an attached foot bath tea area.

BRANDS

LEPSIM JEANASIS BAYFLOW HARE 5 RAGEBLUE Heather PAGEBOY repipi armario
Apart by Elura mysty woman Andemiu mood BARNYARDSTORM BABYLONE Chaos Curenology
aprèsjour kutir velvet OOU KNEADERS CADRAN SORAMIDO BBQ

A list of all our brands and other detailed information is available here.



Selected Brands by April 2024

Web Business



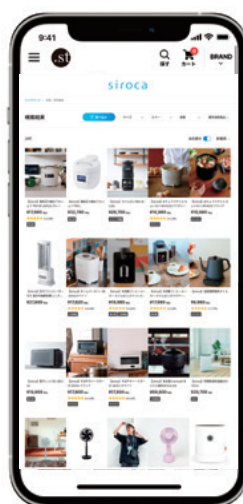
Adastria Group e-commerce site Dot-ST, which brings together more than 30 brands, is an important contact point with our over 18 million members. Through projects such as the Staff Board where over 4,000 shop staff post lifestyle content, live commerce streams, and abundant product reviews, our community linking customers with brands and stores is continually evolving day by day. The platform has now been converted to an open format, and we started to expand the service of the handling of products made by other companies. With Dot-ST playing a central role, we will support deeper connections between customers and participating companies, as well as community formation, achieving the good community co-creation that the Adastria Group strives for.



STAFF BOARD



Dot-ST ライブ ショッピング



Open version of e-commerce platform allowing use by other companies

Open conversion company list (as of February 29th, 2024)



YAMAN

Oriental Traffic



DOG & CAT

siroca

靴下屋
produced by Tabio

NICAL

PEACH JOHN

Access the Dot-ST site here



Diversification of Customer Contact Points

As a space providing fashion for customers to discover, we are expanding our digital services. Our OMO model "Dot-ST Store" allows customers to experience the worldview of our e-commerce site, and we have also launched a flea market service in which Adastria staff can post and sell items, as well as a metaverse platform specially-designed for fashion. Through these and other initiatives, we are diversifying customer contact points.



Store

Expansion of the Dot-ST store

OMO model store to meet the needs of easier and more fun shopping for fashion items and other products



CtoC

Flea market: Dot-C

A flea market service where customers can buy staff members' favorite items.



Access StyMore here



Metaverse

StyMore

A metaverse platform specially-designed for fashion.

BtoB Business

We are expanding our BtoB business which utilizes the strengths of Adastria's value chain such as planning, production, and store development. With Adastria Lifestyle Creation (ALC) at the forefront, we are carrying out projects such as uniform design for staff at other companies and medical facilities, interior design for hotels and commercial facilities, and provision of project strategy proposals and sales support, creating value for various industries and companies.



Ito-Yokado Co., Ltd.
FOUND GOOD



Intermestic Inc.
OOu
Staff Uniforms

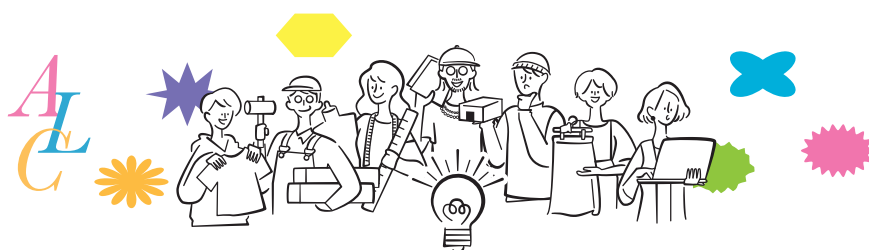


Lib Service
niko and ... EDIT HOUSE
Detached houses

ALC

Adastria Lifestyle Creation

ALC is a specialized team that takes on cooperative projects with a diverse array of industries and businesses, achieving new business through creation. Up until now, Adastria has worked with more than 30 brands, carried out these projects with numerous companies, group, and brands. The content covers a wide range from planning and sales of collaboration items to supporting new business ventures of other companies. Leveraging its proprietary proposals and wide-ranging knowledge and resources, Adastria treasures customer feedback and strives to create mutually beneficial projects, aiming to be a good community creation company.



Examples of past initiatives



Ohfuji Institute
Uniforms for preschool and certified
childcare center pupils



Aqua World
Ibaraki Prefecture Oarai Aquarium
Staff uniforms



Kyoto Marubeni Co., Ltd.
LOWRYS FARM KIDS
Shichi-Go-San kimono collection



Overseas Business

With a focus on store expansion in the Greater China region, we are carrying out business worldwide, including local brand operations in the United States. Using a global strategy with localized product development and store expansion tailored to the specific market characteristics of deployment areas, we are creating shared values with each region, aiming to bring a sense of excitement to daily life for customers all over the world through fashion.



GLOCAL
GLOBAL + LOCAL



Global Strategy

Shanghai

The concept for our flagship store, “niko and ... SHANGHAI” is “our refined sensibility guides you to unexpected ideas and joy.” The shop is very popular, and there are always large crowds at store events held in collaboration with local companies and creators.



Taiwan

Due to the strong affinity with Japanese culture, we have expanded our lineup to multiple brands, with over 15 available on the site. On the Dot-ST TAIWAN official web store, there are over 800,000 members, and localization is progressing through efforts such as using local celebrities for commercials.



Bangkok

We launched our first store in Bangkok, Thailand in 2023. With consideration for the climate and lifestyle culture characteristics, we revised the content to suit local needs for apparel and lifestyle goods, and gathered products from local companies. We are building up Thailand as a base in Southeast Asia and striving for further expansion in the region.






The Sustainability that we aim to achieve

Our business can only exist through connections with our stakeholders and society as a whole. As the social environment continues to undergo rapid changes, we must face numerous challenges such as global warming, low birth rates and aging population, and depopulation of rural areas. With consideration for the relationship between these social issues and our businesses, we have determined three major themes for the initiatives that we are carrying out for the achievement of sustainable management.

Bring the joy of fashion to the future.

Fashion has the power to make our daily life positive.
Let's start with what we can do for the environment, people and the community while enjoying our lives because the best way to keep doing it is to have fun doing it.

Adastria Group Sustainability Activity Vision and Group Policy

Materialities	Vision	Group Policy
<div> ENVIRONMENT Protecting the Environment</div> <div>Reduce the environmental impact of our business and make the world of fashion sustainable</div>	Engage in manufacturing that leads to the future Balance environmental considerations with sales activities Create a world without fashion loss	Switch to sustainable raw materials and processing Reduce and absorb CO ₂ emissions Zero clothing incineration
<div> PEOPLE Empowering People</div> <div>Create an environment where customers, employees, and others look forward to each new day</div>	A society in which people enjoy fashion in their own way Be an organization that is healthy mentally and physically, encouraging employees in their individuality and ability	Suggest fashion for the enjoyment of each individual Create diverse and rewarding work environments Foster employee wellbeing
<div> COMMUNITY Growing With Local Communities</div> <div>Create new value in collaboration with communities</div>	Revitalize the communities surrounding our stores Foster sustainable development in production areas	Connect with communities through fashion Fair and ethical procurement

Specific Examples of Our Actions

Manufacturing Linked to the Future

We are expanding our use of materials which are high-quality, reasonably priced, friendly to the environment and society, and can be stably supplied to customers. In addition, we have established an in-house Materials Development Department and are working on initiatives for development of proprietary sustainable materials with reduced environmental burdens and special functionality.



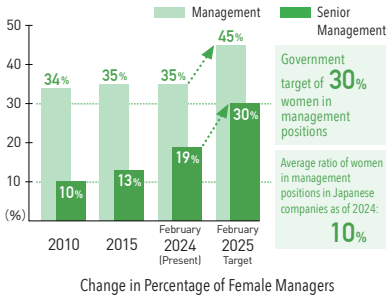
Original sustainability mark applied to products which use environmentally-friendly materials



"RENU™" recycled polyester is used for a portion of the filling along with "AIRTHERMAL," an environmentally-friendly and lightweight material that also provides moisture and bulk.

Creating an environment of diversity and worthwhile work

Through activity support for women, who make up over 70% of the regular employees, we are carrying out initiatives to promote diversity in our organization. In addition, through provisions such as health care collaborations with the Adastria health insurance association, insurance projects aligned with the characteristics of employees, and other benefit services, we carry out strategic health management for achieving employee well-being.



2024
健康経営優良法人
Health and productivity

Certified as an "Excellent Corporation for Health Management" two years in a row

Region of Our Origin: Mito

With gratitude for the support and assistance to our growth received from the area, we are providing the support of ADASTRIA fashion products for activities in a variety of fields such as sports, art, and culture striving to invigorate the city of Mito, Ibaraki where our company originated.



We regularly hold events at the Adastria Mito Arena in cooperation with local residents



Sponsor of the Ibaraki Robots and Mito Hollyhock local professional sports teams



4 major transformations in the business model Changing by the time to continue growing

1950-1999

- 1953.10 Established Fukudaya Clothes Store Inc. in Mito, Ibaraki Prefecture.
Began retailsales of men's clothing.
- 1973.03 Opened Men's casual clothing store VEGA.
- 1982.09 Opened jeans and casual fashion store POINT.
Transformed POINT into chain stores in '84.
- 1992.03 Started developing LOWRYS FARM.
Moved into retailsales of ladies casual wear.
- 1993.03 Changed company name to POINT INC.
- 1997 Started rolling out LOWRYS FARM store brand.

2000-2009

- 2000.12 Registered company's stock in Japan Securities Dealers Association.
- 2002.12 Listed company's stock on the second section of Tokyo Stock Exchange (TSE).
- 2003.03 Opened the first store in Taiwan. Began developing overseas business operations.
- 2004.02 Listed company's stock on the first section of Tokyo Stock Exchange (TSE).
- 2007.10 Started e-commerce business on own corporate website.
- 2008.03 Opened the first store in Hong Kong.
Transformed into vertically integrated

2010-2020

- 2010.10 Opened the first store in Mainland China.
- 2012.10 Started membership-based point service on our own e-commerce business corporate website.
- 2013.09 Moved to a holding company structure, changing name to Adastria Holdings Co., Ltd. as the holding company.
Merged Trinity Arts Inc., and others.
- 2014.11 Completely revamped own e-commerce site and started official online store service "Dot-ST".
- 2015.03 Merged Adastria Holdings Co., Ltd. and POINT INC., TRINITY ARTS INC. Shifted to a holding company structure.
- 06 Changed company name to Adastria Co., Ltd.
- 09 Transferred control of product planning and production functions from subsidiaries.
- 2017.02 Incorporated ALICIA Co., Ltd as a group company.
- 03 Founded ELEMENT RULE Co., Ltd.
- 04 Founded Adastria USA, Inc.
- 2018.08 Changed company name to BUZZWIT Co., Ltd. from ALICIA Co., Ltd.
- 2019.12 Registered members of official online store "Dot-ST" exceeded 10 million.
- 2020.11 Founded ADOORLINK Co., Ltd.

2022

- 2022.02 Zetton Inc. joined the Corporate Group
- 2022.04 Moved to the Prime Market following the TSE market classification review

2023

- 2023.04 Start of expansion into Thailand

1953

Established Fukudaya Clothes Store Inc. in Mito, Ibaraki Prefecture.

Began retail sales of men's clothing.



Change 1 1973

Opened Men's casual clothing store VEGA.

Enter into the blank market of Men's casual wear in Mito city.



Change 2 1982

Opened jeans and casual fashion store POINT.
Transformed POINT into chain stores in '84.

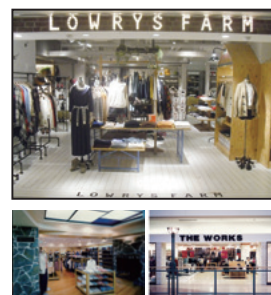
Scrap the old frame work. Shifted to chain store operations.



Change 3 1997

Started rolling out LOWRYS FARM store brand

Developed own store brand. Transformed into a OEM/ODM-type casual fashion chain.



Change 4 2010

Transformed into vertically integrated SPA company.

Initiated projects for vertical integration, including in-house planning and production



2015

Changed company name to Adastria Co., Ltd.



ADASTRIA HISTORY

We Arrived In Shibuya 2017.

ABOUT US

Company Name	Adastria Co., Ltd.	Consolidated net sales	275,596 million yen ^{*1}
Headquarters	27th Floor, Shibuya Hikarie, 2-21-1, Shibuya-ku, Tokyo, Japan	Business activities	Planning, producing, and retailing clothes and sundry goods
Telephone	+81-3-5466-2010	Number of employees	6,603 full-time employees ^{*2}
Founded	October 22nd, 1953	Number of stores	Domestic 1,370 / Overseas 122 ^{*1}
Capital	2,660 million yen		Dining facilities 71 ^{*1}
Number of shares issued	48,800 thousand	Other	Domestic Support Units: 4 Number of domestic distribution centers: 8 Number of overseas distribution centers: 6 Number of overseas production bases: 6 ^{*2}
Directors	Chairman of The Board Michio Fukuda Representative Director and President Osamu Kimura		

*1 As of the end of February 2024

*2 As of the end of February 2024, Consolidated group companies

Group Companies



Headquarters	BUZZWIT Co., Ltd. 6F Daiba Frontier Bldg., 2-3-2 Daiba, Minato-ku, Tokyo
Telephone	+81-3-5466-1728
Founded	November 21, 2016
Business activities	Planning, manufacture and sales of apparel, sundries, etc.



Headquarters	ELEMENT RULE Co., Ltd. 19F Shin-Aoyama Bldg. West, 1-1-1 Minami-Aoyama, Minato-ku, Tokyo
Telephone	+81-3-5466-2077
Founded	March 1, 2017
Business activities	Planning, manufacture and sales of apparel, sundries, etc



Headquarters	ADOORLINK Co., Ltd. Shibuyaminami-Tokyu Bldg, Shibuya2-16-5, Shibuya-ku, Tokyo, Japan
Telephone	+81-3-5466-1720
Founded	October 31, 2017
Business activities	Management and development of food service operations



Headquarters	ZETTON Co., Ltd. 9F VORT-Shibuya-briller Bldg, Jinantyo 1-20-5, Shibuya-ku, Tokyo, Japan
Founded	October 26, 1995
Business activities	Management, development and consulting of restaurants etc.



Headquarters	Adastria Logistics Co., Ltd. 1-15 (Gate A) Chuo Kogyo Danchi, Ibaraki-machi, Higashiibaraki-gun, Ibaraki
Telephone	+81-29-219-0171
Founded	June 1988
Business activities	Logistics operations for group companies



Headquarters	Adastria General Support Co., Ltd. 19th Floor, Shibuya Hikarie, 2-21-1, Shibuya-ku, Tokyo, Japan
Telephone	+81-3-5466-2018
Founded	December 19, 2013
Business activities	Comprehensive services for group companies

< Other group companies >

- Adastria Asia Co., Ltd.

• Adastria (Shanghai) Co., Ltd.

• niko and ... (Shanghai) Co.,Ltd.

• Adastria Taiwan Co., Ltd.

• Adastria (Thailand) Co.,Ltd.

• Adastria USA, Inc.
- Velvet, LLC

• NATURAL NINE TRADING(SHANGHAI) LTD.

• SES GLOBAL Logistics(Shanghai) Co., Ltd.