

A D A S T R I A

—

Play fashion!

**Aiming to become a
“Play fashion! Platformer”**



Since the Adastria Group's 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 no longer limited to clothing, but extends to all aspects of lifestyle, expanding shopping from merely a means to acquire products to something to do for its own sake as an enjoyable entertainment experience.

Leveraging our greatest strength, the rich connections our retail stores and staff have built up with our customers, the Adastria Group is aiming to become a “Play fashion! Platformer” with “and ST” as our foundation, achieving further growth.

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.

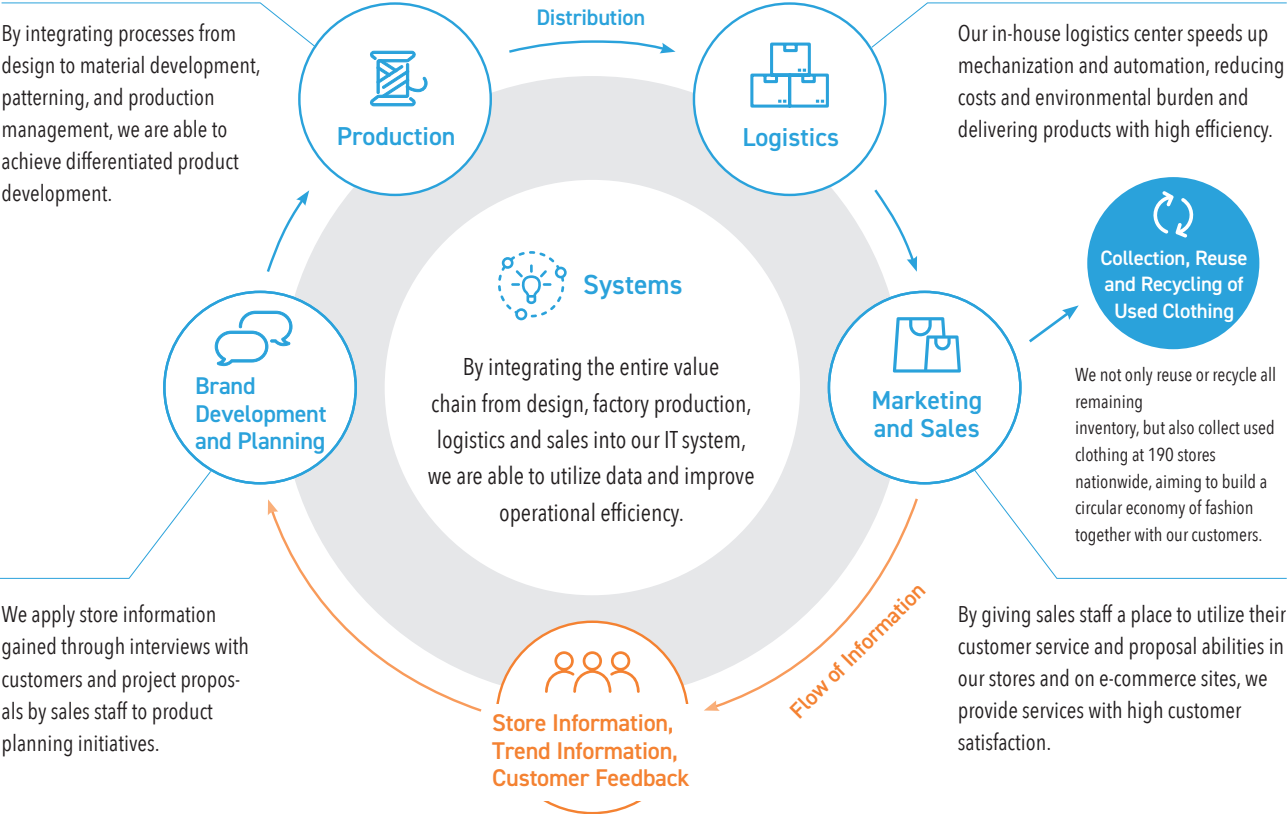
Multi-brand

The ADASTRIA Group operates over 45 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 Kids aged 3 to 15
Teenagers aged 16 to 19
Men and women in their 20s and 40s
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



GEORGE'S

Target Family and friends and neighbors who gather around you
Location Fashion buildings, shopping centers, and street-front stores
Category Men's, women's, kids' apparel, lifestyle goods, interior items

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.



渋谷舌舌

A bar that combines Japanese taste with pub style. With a commitment to Japanese ingredients, the menu features bar snacks with a Japanese cuisine base but no restriction to a single genre, natural wine, and craft beer to enjoy. The venue also can host a variety of events where you can experience Shibuya culture.



Botanico

Botanical dining in Ogimachi Park. Proactively incorporates local seasonal ingredients and drinks, with a relaxing interior which transforms from morning to dinner time. Offering dishes with a sense of the Mediterranean.

BRANDS

LEPSIM JEANASIS BAYFLOW HARE RAGEBLUE Heather PAGEBOY repipi armario Apart by
Elura mysty woman Andemiu ÅLAND FOREVER 21 mood is me TODAY'S SPECIAL BARNYARDSTORM BABYLONE
Chaos Curenology PAIR MANON aprèsjour kutir OOu CADRAN natuRe tokyo 伊ヨサンソウル

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



As of April 2025

and ST Co., Ltd

and ST

アンドエスティ

E-commerce Mall & Media Business

To expand its platform business, the Adastria Group established and ST Co., Ltd. in 2024 to inherit and expand its e-commerce mall and media businesses. In addition to diversification of product categories, we provide a new kind of shopping experience that combines the real world with the digital one. As a platform seamlessly linking users and business partners, our services are developed in line with the times.

Since 2022, our e-commerce mall "and ST" has grown its lineup of products made by other companies. At present, there are a total of 33 brands (as of April 2025) with stores at our facilities. In addition, we are attracting new customers through initiatives such as IP collaboration product sales and linking points of other companies, and the total number of members is over 20 million. We recently launched a member magazine called "and ST MEDIA," and continue to expand the business while striving for improved ST member engagement.



and ST MEDIA

DEAN & DELUCA

PAUL & JOE

WACOAL

john
masters
organics

Canal 4°C

Zoff
Eye Performance

List of open companies (partial)

*As of the end of April 2025

and ST website



Flagship store and ST TOKYO

The and ST e-commerce mall's flagship store, and ST TOKYO, opened in spring 2025 near Harajuku Station. As a media store that connects people with what they love, it not only gathers together Adastria's popular brands but also incorporates pop-up kiosks from a variety of companies with an eye for meeting inbound tourism demand. In addition to adding on IP collaboration products and sales of other brands, we are also planning to implement various partner promotions such as in-store signage usage and sampling services for customers.

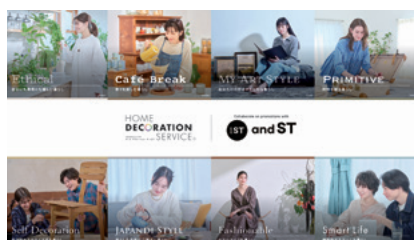
and ST and ST TOKYO



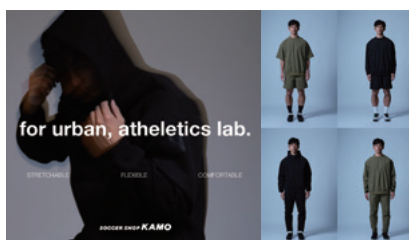
BtoB Business

Leveraging our strengths in the value chain such as brand and store development, planning, production, and operations, we carry out retail and brand business producing services, as well as manufacturing. We also handle a wide range of design projects from employee uniforms, corporate novelty goods, company brand and IP collaboration products to residence and commercial facility lounges.

In addition, our producing services support participating companies' business and brand growth through assistance with all kinds of brand needs such as product planning, sales promotion measures, creative endeavors, and storefront operations.



Home decoration service promotion tie-up implemented in cooperation with Cosmos Initia Co., Ltd.



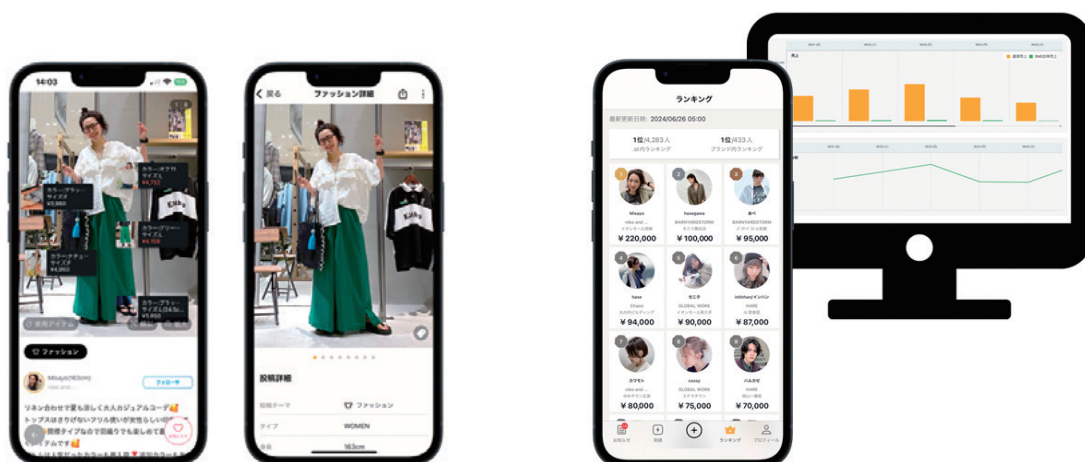
Produced the "Soccer Shop KAMO" original apparel label in cooperation with KAMO Trading Co., Ltd.



Created products for "Fashion for ALL your SENSES," a project of Takashimaya Company Limited aiming to achieve a society in which everyone can enjoy fashion.

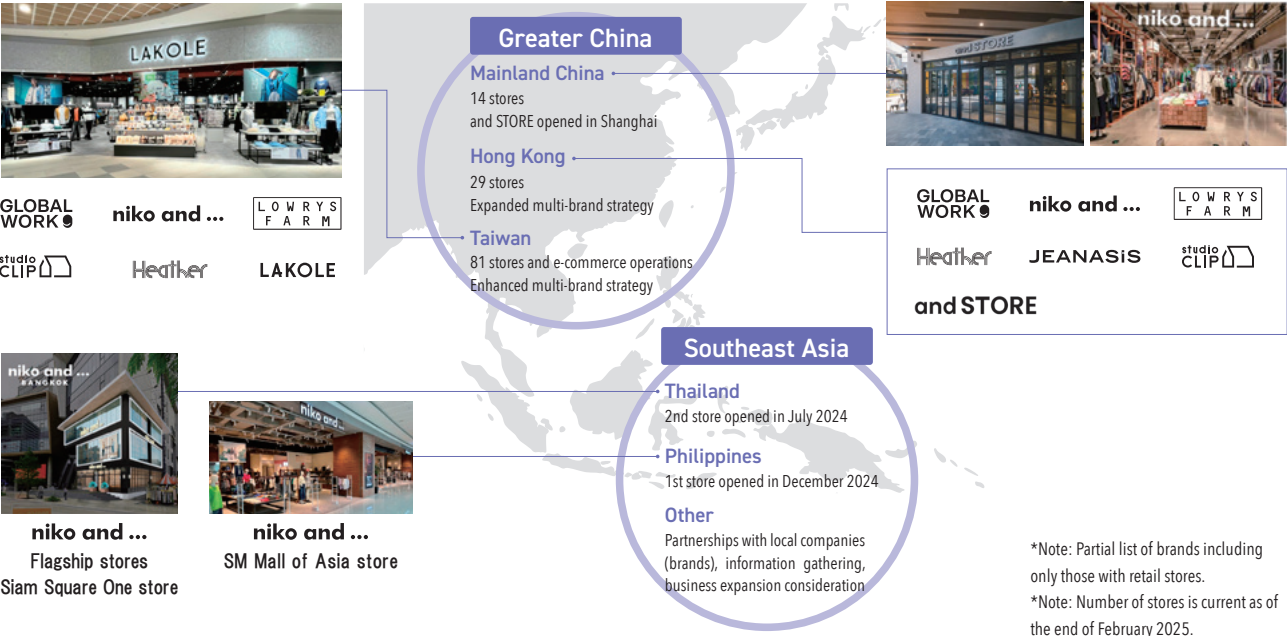
Solutions Business

As a solutions business, we began providing technology to support over 1,500 stores nationwide and over 30 multi-brands developed by Adastria. Through these unique and ST solutions which cover marketplace functions such as data and distribution/inventory linkage, as well as "STAFF BOARD" style posting services and "STAFF VOICE" retail store staff marketing tools, our system solutions pursue synergy with client companies.



Global Business

The Adastria Group is expanding global business with a focus on Asian markets. In the Greater China region, our multi-brand strategy utilizing multiple brands is achieving steady growth. Moving forward, we will also expand into the developing countries of Southeast Asia through both retail stores and e-commerce, aiming for rapid growth through our OMO strategy.



Strategies in Each Country

Bangkok

Our first “niko and ...” store in Southeast Asia’s Bangkok, Thailand was opened in 2023. Through product development and cooperation events with local businesses and artists suited to the region’s characteristics, we provide services suited to the local market. We have also expanded into Manila, Philippines and aim to accelerate growth by leveraging our OMO strategy, preparing for e-commerce business expansion into the Southeast Asian market.



Taiwan

In the Taiwanese market, we operate more than 15 multi-brand stores, as well as our e-commerce mall, expanding our customer base both in retail and online. Following the successes of the multi-brand strategy in the Taiwanese market, we are considering multi-category developments such as expansion into foodstuffs. With the opening of a store for the lifestyle-focused brand “LAKOLE” as part of these efforts, we are also considering the development of the restaurant business.



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

Specific Examples of Our Actions

A world free of fashion loss.

As a special subsidiary of the Adastria Group, WeOur Corporation is promoting sustainable operations and developing circular business activities.

In addition to re-use sales of clothing collected at Play Cycle! at OFF STORE facilities, WeOur also promotes resource circulation through measures such as re-use of clothing which is difficult to recycle in other fields, proposing a model for sustainable fashion.

WeOur

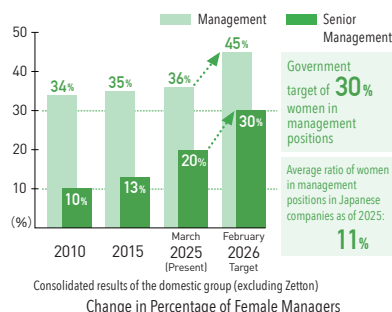
Special subsidiary
WeOur Corporation



Launched clothing collection activities in 2016, aiming to achieve a "Fashion Loss Zero" society.

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.



Certified as an "Excellent Corporation for Health Management" three 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 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 retail sales 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 retail sales 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

2010-2019

- 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.
- 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.

2022

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

2023

- 04 Start of expansion into Thailand

2024

- 09 Founded and ST Co., Ltd.
- 10 Changed official online store name to "and ST" from "dot st".
- 12 Start of expansion into The Philippines

2025

- 03 Changed special subsidiary company name from "Adastria General Support Co., Ltd." to "WeOur Co., Ltd" Jointly acquired Karrimor International Co., Ltd. shares with ITOCHU Corporation.
- 04 Announced the "Medium-Term Management Plan 2030 [5th change]."

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.

We Arrived In Shibuya-2017.



ABOUT US

Company Name	Adastria Co., Ltd.	Consolidated net sales	293,110 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	6,994 full-time employees ^{*2}
Founded	October 22nd, 1953	Number of stores	Domestic 1,415 / Overseas 139 ^{*1}
Capital	2,660 million yen		Dining facilities 76 ^{*1}
Number of shares issued	48,800 thousand	Other	Domestic Support Units: 5 Domestic store support : 7 Number of domestic distribution centers: 9 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 2025
^{*2} As of the end of February 2025, 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	and ST Co., Ltd. 27th Floor, Shibuya Hikarie, 2-21-1, Shibuya-ku, Tokyo, Japan
Founded	September 18, 2024
Business activities	Platform business that provides mall media production solution services



Headquarters	ZETTON Co., Ltd. 9th Floor, MIYAMASU TOWER, 1-10-9 Shibuya-ku, Tokyo, Japan
Founded	October 26, 1995
Business activities	Management, development and consulting of restaurants etc.



Headquarters	Karrimor International Co., Ltd. AMINAKA Kudan Bldg. 1-14-17 Kudanshita, Chiyoda-ku, Tokyo
Founded	April 1986
Business activities	Outdoor goods planning, development, manufacturing, and sales



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

WeOur

Headquarters	WeOur 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. Resale business such as the disposal of inventory and sample products, and subsequent related businesses

< Other group companies >

- Adastria (Shanghai) Co., Ltd.
 - niko and ... (Shanghai) Co., Ltd.
 - Adastria Asia Co., Ltd.
 - Adastria Taiwan Co., Ltd.
 - Adastria (Thailand) Co., Ltd.
 - ADASTRIA PHILIPPINES INC.
- ZETTON, INC.
 - NATURAL NINE TRADING(SHANGHAI) LTD.
 - SES GLOBAL Logistics(Shanghai) Co., Ltd.