

THE MISSION OF ADASTRIA GROUP

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.

TOP MESSAGE

70th

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



The Adastria Group celebrated the 70th anniversary of its founding in 2023. 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

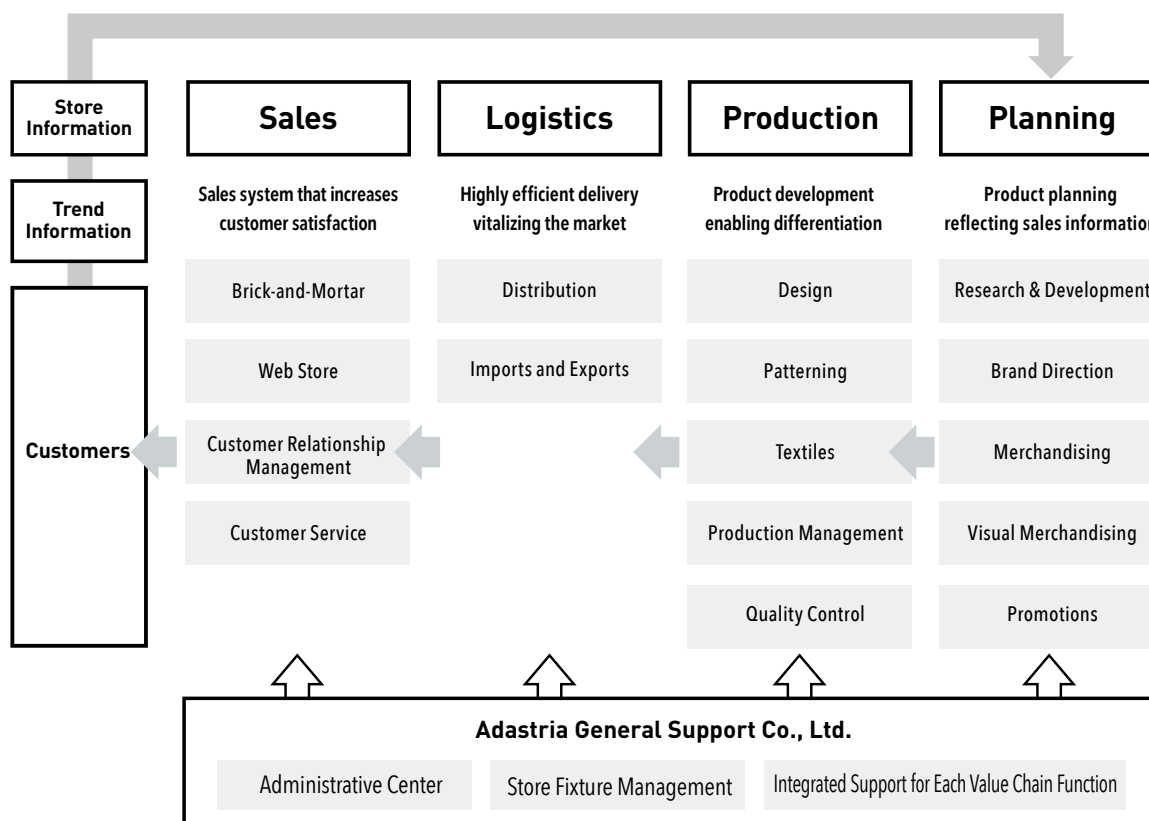
BUSINESS MODEL

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.

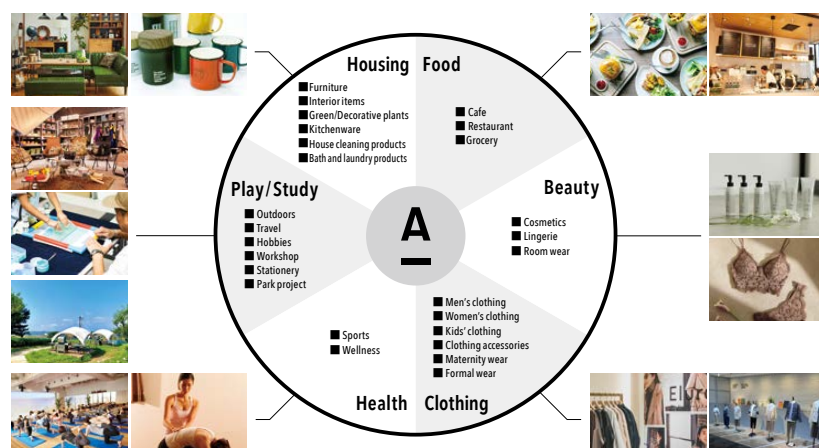


Multi-category

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]



BRAND

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 30s, kids from 2 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, furniture, sundries, cosmetics, outdoor goods, sports fashions, food and beverages



LOWRYS FARM

Target Women from 20s and 30s
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 and department stores
Category Women's fashions, sundries, interior items, furniture, garden products, food and beverages



LAKOLE

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



FOREVER 21

Target Women from 10s to 30s
Location fashion malls and shopping centers
Category Women's

Food



AlohaTable

A Hawaiian café 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.



BALCON TOKYO

A restaurant bar and lounge that offers hospitality to its customers in varied forms such as a quiet dinner surrounded by the Tokyo nightscape or a luxurious afternoon drink.



GARDEN RESTAURANT TOKUGAWAEN

Tokugawaen is a garden established at the former villa of the Owari Tokugawa family, the Ozone estate. This restaurant offers seating with a view of the grounds and serves French cuisine with a Japanese influence made with local ingredients.

BRANDS

BAYFLOW Elura LEPSIM JEANASIS RAGEBLUE HARE Heather PAGEBOY
 repipi armario apart by lowrys mysty woman BARNYARDSTORM BABYLONE Chaos
 après.jour kutir velvet 小料理 小料理 CHUTNEY HeritAGE Bridal Collection SORAMIDO BBQ

You can view the details of all the brands from the QR code below.



Selected Brands by April 2023

SUSTAINABILITY

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.

The Adastria Group Sustainability Policy

Materialities	Vision	KPIs
 ENVIRONMENT Protecting the Environment	Balance Environmental Considerations and Sales Activities	Achieve carbon neutrality by 2050.
	Engage in manufacturing that leads to the future	Convert to sustainable raw materials and processing for over 50% of all products by 2030.
	Create a world without fashion loss	Eliminate incineration disposal of clothing inventory.
 PEOPLE Empowering People	Be an organization that is healthy mentally and physically, encouraging employees in their individuality and ability	Aim to appoint female employees for 30% of all upper management positions and achieve a female manager ratio of 45% or above by 2025.
		Earn the Health and Productivity Management Organization (White 500) certification.
 COMMUNITY Growing With Local Communities	Foster sustainable development in production areas	Promote partnership certifications for production factories by 2023.

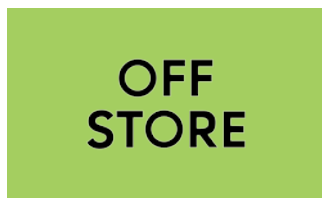
Specific Examples of Our Actions

[Manufacturing Linked to the Future]

We support the goals of the Paris Agreement and are aiming to achieve carbon neutrality by 2050. In our manufacturing processes, we are working to expand the use of environmentally friendly and socially responsible materials and processing methods to over 50% of our product line by 2030.



Original sustainability logos used on products made with environmentally friendly materials



At our "OFF STORE," we are creating a new business format together with our customers utilizing the apparel circular economy

[Diversity Initiatives]

In addition to our initiatives for promoting the empowerment of women in the workplace by striving to raise the ratio of female employees in upper management positions to 30% by 2025, we are also making efforts to create a workplace environment where employees from diverse backgrounds can work comfortably, utilizing innovations such as working style reforms aiming for sales staff sustainability through collaboration with other companies.



(Left) Certified as a Health and Productivity Management Organization for the first time in March 2023.

(Right) Selected as a Semi-Nadeshiko Brand in fiscal 2020 and a Nadeshiko Brand in 2021. We aim to be a workplace where not only women but all employees can play an active role.



[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



PICK UP

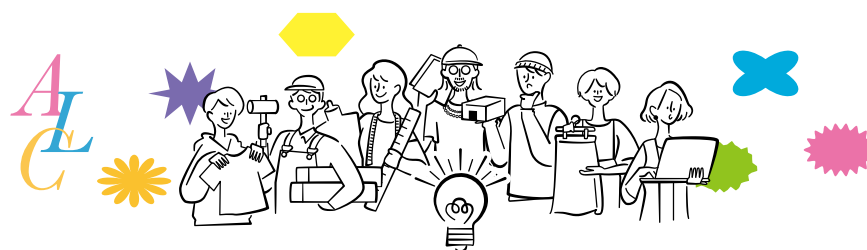
Restaurant Business

Meals are usually done at a time when people gather together for an enriching experience, and they are one of the important elements that add color to lifestyle. The Adastria Group restaurant business is carrying out diverse development such as adjoining café spaces at brand stores like niko and ... COFFEE, dining facilities operated by zetton inc., bridal businesses, and park facility redevelopment projects. With meals as a starting point, we are creating places for people to gather and interact, building good communities within our customers' lives.



BtoB Business

We have connections with customers in wide-ranging age groups with diverse tastes, and have accumulated skills and knowledge within value chains such as product planning, production, and store development. Leveraging these strengths, we have established BtoB business, carrying out collaborations and producing projects together with companies, groups, and local areas. The scope of projects handled by the ALC (Adastria Lifestyle Creation) dedicated organization covers a wide range, including staff uniform production, space design, and product development.



Nippon Steel Kowa Real Estate
Livio Saison Kameari college student apartments



Saitama Seibu Lions
Stadium staff uniform



FamilyMart Co., Ltd.
Valentine's Day and White Day gift boxes

Access the ALC official
website here.



PICK UP

Web Business

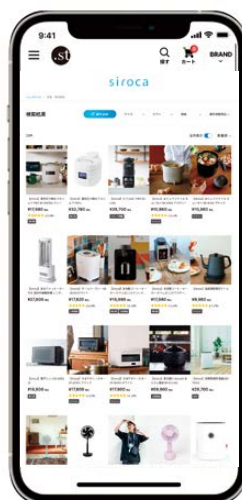
ADASTRIA Group Official Online Store .st is an important customer connection point with over 15 million registered users. Through projects such as the Staff Board where over 4,000 shop staff post lifestyle content, live commerce streams, and abundant product reviews, our community linking customers with brands and stores is continually evolving day by day. The platform has now been converted to an open format, and the handling of products made by other companies has started in earnest. With .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



.st ライブ (LIVE) ショッピング



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

Open conversion company list (excerpt)

サママルカワい YAMAN siroca



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.



niko and ... SHANGHAI

China Mainland

niko and ...

GLOBAL WORK*

Hong Kong

LOWRYS FARM

GLOBAL WORK

niko and ...

Heather

.st

RAGEBLUE*

Thailand

niko and ...

Philippines (In Preparation)

Taiwan

LOWRYS FARM

LEPSIM

GLOBAL WORK

PAGEBOY

Heather

HARE

niko and ...

.st

repipi armario

RAGEBLUE*

studio CLIP

JEANASIS*

GLOCAL

GLOBAL + LOCAL



USA

velvet

BY GRAHAM & SPENCER

* E-commerce only

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 ".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 ".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
- 2022.05 Established Gate Win Co., Ltd.

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.

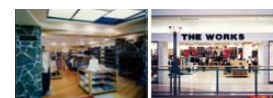
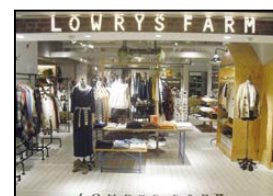
Scrap the old frame work. Shifted to chain store operations.



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

ABOUT US

Company Name	Adastria Co., Ltd.	Consolidated net sales	242,552 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	6,356 full-time employees ^{*2}
Founded	October 22nd, 1953	Number of stores	Domestic 1,340 / Overseas 95 ^{*1}
Capital	2,660 million yen	Other	Domestic Support Units: 4 Number of domestic distribution centers: 6 Number of overseas distribution centers: 6 Number of overseas production bases: 6 ^{*2}
Number of shares issued	48,800 thousand		
Directors	Chairman of The Board Michio Fukuda Representative Director and President Osamu Kimura		

*1 As of the end of February 2023

*2 As of the end of February 2023, Consolidated group companies

Group Companies

GO FORWARD, THINK FUTURE

BUZZWIT

CO., LTD.

Headquarters	BUZZWIT Co., Ltd. 7F 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.

E **ELEMENT RULE**

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

A **DOORLINK**

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

Gate Win Co., Ltd

Headquarters	Gate Win Co., Ltd. Shibuya Hikarie, 2-21-1, Shibuya-ku, Tokyo, Japan +81-3-5466-1720
Founded	May 2022
Business activities	licensed business for domestic casual wear market

zetton inc.

Headquarters	ZETTON Co., Ltd. 9F VORT-Shibuya-briller Bldg, Jinantlyo1-20-5, Shibuya-ku, Tokyo, Japan
Founded	October 26, 1995
Business activities	Management, development and consulting of restaurants etc.

A D A S T R I A

Logistics

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

A D A S T R I A

General Support

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.