

Becoming the World's Foremost Solution Provider

Mitsukoshi, Ltd. and Isetan Co., Ltd. took a new step forward in establishing the jointly owned company, Isetan Mitsukoshi Holdings Ltd., on April 1, 2008.

Our goal in this recent management integration is to maximize customer satisfaction through optimal utilization of the strengths and management resources possessed by both companies in the core department store business.

Mitsukoshi and Isetan have pursued business development under their own brands (store name) up to now. The strengths of both companies lie in the brands of each company and the customers who support these brands. Thinking that we would like to advance together under one Group principle and become indispensable to our customers, with our focus on the department store industry, we have chosen to aim for the vision of becoming "the world's foremost solution provider."

Moving forward, we will raise the level of management by combining the capabilities and assets cultivated by both companies and realize enhanced corporate value that is both sustainable and perpetual. We will also strive to maximize customer satisfaction by raising the solutions we provide to an even higher dimension and secure resources for coming investments by boosting profits to raise the bar even higher. We believe this to be the best way to provide returns expected by our customers, our shareholders and other stakeholders. We ask for your understanding of this principle and extended support.



Chairman and CEO



President and COO



Nobukazu Muto
Chairman and CEO

Kunio Ishizuka
President and COO