

Tokyo, 4 July 2018

Announcement: MUJI Switzerland AG to be established

Ryohin Keikaku Co., Ltd. (Tokyo, Japan; Satoru Matsuzaki, President & Representative Director; hereafter RKJ) has announced today that the Board of Directors has resolved the establishment of a subsidiary in the Swiss Confederation (hereafter Switzerland) by MUJI EUROPE HOLDINGS LIMITED (hereafter MEH), its regional headquarters in Europe, for further business development.

■ Purpose

Switzerland, known for its permanent neutrality, is geographically a landlocked country in west-central Europe with the total area of 41,285 km² (comparable to Kyushu, the third largest island in Japan). It has a population 8.42 million* which grew by 11.6%* in 10 years until 2015 through continuous inflow. From the retail's point of view it is one of the growing markets among the most developed countries in the world, with the second* highest per capita GDP (nominal) and estimated annual growth rate of 1.8%* in 2018. RKJ and MEH have therefore decided to enter into this attractive market.

We expect that our experience and know-how in the European market would help in running the stores that serves everyday living and increases MUJI fans in the area.

*data source: IMF

■ About the Company (plan)

Name:	MUJI Switzerland AG
Headquarters:	Zurich, Switzerland
Representative:	Takuo NAGAHARA (MEH Managing Director)
Capital:	100,000 Swiss Franc
Shareholding:	MEH 100%
Establishment:	January, 2019
Business:	Management of MUJI stores in Switzerland
Operation start:	October, 2019 (planned opening date of the first store in Zurich)

For press inquiries please send a message via [Contact Us](#) portal. Thank you.

Public Relations (PR/IR)

Corporate Planning Office

RYOHIN KEIKAKU CO., LTD.

Tokyo, JAPAN