

News Release

## Ryohin Keikaku and LAWSON to Make MUJI Products Available at LAWSON Stores Nationwide

Rollout begins in May 2022 with plans to reach all LAWSON stores within 2023

TOKYO – April 21, 2022 – Ryohin Keikaku Co., Ltd. (“Ryohin Keikaku”) and Lawson, Inc. (“Lawson”) announced today to begin rolling out the sale of approximately 200 MUJI products for daily life at Lawson stores from May 2, 2022 with plans to reach all Lawson stores across Japan within 2023.



Product lineup includes approximately 200 items that are fundamental to daily life such as snacks (baumkuchen 150 JPY), pouched curry series (from 250 JPY), toning water (portable package from 250 JPY), stationery (notebooks from 70 JPY), socks (230 JPY), and more based on store location and customer demand. Furthermore, MUJI products will be placed on multiple shelves with dedicated promotional materials. \*Prices including consumption tax

The initial rollout beginning in May 2022 will target 5,000 stores in the Kanto and Koshinetsu regions within the first 6 months, followed by further nationwide expansion. Ryohin Keikaku and Lawson have been conducting proof of concept since June 2020 with 110 stores currently participating across Tokyo, Chiba, and Saitama prefectures.

### ■Reasons behind the Collaboration

Ryohin Keikaku aims to deliver quality products and services fundamental to daily life at affordable prices to every corner of the country in order to realize a simple, pleasant life and society. MUJI stores play an essential role as community centers that contributes to the resolution of local issues and development of the community.

Lawson is committed to addressing social issues and bringing new conveniences to the lives of local

communities under its philosophy of “creating happiness and harmony in our communities”. We aim to become the “hub of refreshment in every community”.

As the corporate philosophy of two companies coincide, the collaboration of expanding MUJI products to Lawson stores nationwide has the effect of achieving the common goal of improving the daily lives of customers while contributing to the communities all over the country.

Going forward, Ryohin Keikaku and Lawson will further expand its contributions to regional vitalization through joint development of products and services.

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