



News Release

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Aiming to solve social issues through regional revitalization and the utilization of local resources

Cooperation Agreement Concluded with Tsunan Town

Ryohin Keikaku Co., Ltd. (Toshima-ku Tokyo; President and Representative Director: Nobuo Domae) concluded a cooperation agreement with Tsunan Town, Niigata Prefecture (Mayor: Haruka Kuwabara) with the aim of promoting regional revitalization and solving social issues.

■ Work with local residents to build a system to revitalize the community and to solve social issues by utilizing local resources

Aiming to contribute to a truthful and sustainable life and society, Ryohin Keikaku is being involved in a variety of initiatives led by local authorities and residents to revitalize local communities. MUJI stores rooted in each area aim to become platforms that connect people and people, people and nature, and people and the society. At the same time, we are promoting initiatives that aim at the "co-creation of new value", such as local production for local consumption, job creation, and community development, in cooperation with local governments throughout Japan.

MUJI Tsunan Campsite opened in 1995. Since then, we have been providing lodging experiences in harmony with natural environment, in the midst of the great nature of Tsunan that the local people have preserved and nurtured. However, at the same time, the population in Tsunan is declining and aging at a high level, making sustainable community development an urgent problem. To cope with these issues, we decided to go beyond the campsite business scope and conclude a cooperation agreement with Tsunan Town to revitalize the local community together with the local residents. Based on this agreement, in cooperation with Tsunan Town, we aim to provide services that realize sustainable health and well-being by making the most of the town's greatest attractions – its abundant nature, including snow, water, and forests, and its Satoyama lifestyle. We will also support the development of the next generation.

Ryohin Keikaku has gained much experience through its store opening across Japan and its initiatives and activities held in collaboration with local authorities. With this experience, we will work together with Tsunan Town to address the challenges that the town is now facing, and to contribute to the development of the community. Furthermore, we will expand these efforts and contribute to solving social issues in other regions across the country.

Fields to be collaborated in under the agreement

We will collaborate and cooperate in the following areas to achieve the above objectives.

- (1) Issues related to local people's pursuit of well-being, by utilizing natural resources and the lifestyle of Satoyama
- (2) Issues related to industrial and regional development
- (3) Issues related to the realization of a decarbonized society and lifestyle in accordance with Tsunan's regional features
- (4) Issues related to developing the next generation of leaders