

## Selected for the First Time as an “SX Brand 2025”

Ryohin Keikaku Co., Ltd. (Bunkyo-ku, Tokyo / President: Satoshi Shimizu), which operates MUJI, has been selected for the first time as an “SX Brand 2025” by the Ministry of Economy, Trade and Industry (METI) and the Tokyo Stock Exchange (TSE).

SX Brands are selected by METI and TSE as companies that strive to enhance corporate value by generating sustainable growth capital through Sustainability Transformation (SX), while undertaking management and business reforms with a focus on capital efficiency.

Ryohin Keikaku was selected in recognition of its formulation and steadily advancing implementation of a long-term strategy and implementation plan based on a strong corporate vision. The Company has also been highly regarded for integrating sustainability into product quality and manufacturing processes as part of its brand value, and for strategically transitioning its business model toward becoming a platform for localization and circulation of resources, with the aim of developing businesses that reflect the unique characteristics of each region.

### Key Evaluation Points

#### 1. Building a New Business Model: Becoming a Platform for Localization and Circulation of Resources

Ryohin Keikaku, guided by its vision of realizing “a truthful and sustainable life for all,” has been evolving from a global manufacturing retail business toward a model that utilizes and circulates local resources. It is developing a business model that minimizes reliance on primary resources, while advancing resource circulation through co-creation with consumers and partners. These efforts were recognized as one of the reasons why the Company was selected.

#### 2. Addressing Local Issues and Revitalizing Communities

Ryohin Keikaku has established a Social Good Business Division to serve as a platform for creating “a truthful and sustainable society” in each region. The Company’s efforts to engage in businesses that contribute to solving social issues—thereby fostering systems of public interest and mutual aid and organically linking the economy, culture, and environment—along with its various local initiatives nationwide, were recognized.

#### 3. Local Community Engagement and Integration

Another reason for its recognition was to foster deeper engagement with local communities. These include co-hosting such events as the “Community Market”<sup>\*1</sup>, in collaboration with local governments, businesses, and producers; promoting the sale of regional products and local resource circulation; revitalizing shopping streets; opening stores at roadside stations; renovating housing complexes and vacant homes; repurposing closed school buildings; operating “Healthcare Centers”<sup>\*2</sup>; running mobile sales buses to serve mountainous regions; and supporting micro-business startups within shopping district shops.



Since its founding in 1980, MUJI has offered products that are "lower priced for a reason," beginning with items that did not fully conform to conventional product standards. The Company has continued to offer practical, quality products based on the three perspectives of "selection of materials", "streamlining of processes" and "simplification of packaging".

Ryohin Keikaku will continue to contribute to building a sustainable and circular society that coexists with nature through its products, services, stores, and activities, in line with its corporate purpose of realizing "a truthful and sustainable life for all."

## Reference:

Press Release "SX Brands 2025" from the Ministry of Economy, Trade and Industry

[https://www.meti.go.jp/english/press/2025/0514\\_001.html](https://www.meti.go.jp/english/press/2025/0514_001.html)



\*1 "Community Market," based on the concept of "connecting people, connecting communities," is a limited-time market-style event planned and operated together with local residents. First held at MUJI Yurakucho in October 2017 (closed in December 2018), it is now held irregularly at MUJI stores across Japan.

\*2 "Healthcare Centers" is based on the concept of "creating opportunities for people to naturally reflect on their daily lives and supporting actions that help them achieve their own sense of well-being." These centers are developed in cooperation with local governments and healthcare professionals.

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