



News Release

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February 10th, 2022

Aiming at Regional Revitalization and Enhancement of Community Value

Comprehensive Cooperation Agreement with Miyashiro Town

On Thursday, February 10th, Ryohin Keikaku Co., Ltd. (Toshima ward, Tokyo, Japan/President and Representative Director: Nobuo Domae) signed a "Comprehensive Cooperation Agreement on Community Revitalization by Miyashiro Town and Ryohin Keikaku" with Miyashiro Town (Mayor: Yasuyuki Arai) in Minami-Saitama County, Saitama Prefecture, Japan, with the aim of cooperating together to realize "a simple and pleasant life and society" and promoting community development.

■ Promoting regional revitalization of Miyashiro town and enhancement of its value

Aiming for the realization of "a Simple, Pleasant Life, and Society", MUJI is being involved in a variety of initiatives to revitalize local communities with local authorities and local residents playing a leading role. In September last year, we opened "MUJI TOBU Dobutsu Koen Ekimae" at the west exit of Tobu Zoo Station on the Tobu Skytree Line in Miyashiro Town. Even before its opening, the store had been aiming to collaborate and coexist with Miyashiro Town through activities such as the in-house training program, "Lifestyle Organizing School".

Miyashiro Town, on the other hand, has both a sophisticated urban aspect and a cozy rural aspect, and we consider the balance between the two as Miyashiro Town's charm. The number of residents working in the neighborhood is increasing, and the fact that we live close enough to often communicate in person also makes the town attractive. The town sees this agreement as an opportunity to enhance the Miyashiro Town's charm as a regional value and aims to become a town where people want to move in and live for a long time.

The philosophy of the town and our company overlap and resonate with each other, leading to this comprehensive cooperative agreement.

Under the agreement, MUJI will provide information on the town's attractions through "Town Information Center" and "Open MUJI Learning Center" at MUJI Tobu Dobutsu Koen Ekimae, create a lively atmosphere centering on "Minna no Hiroba (everyone's plaza)", support new businesses' start-up and establishment at "Minna no Kitchen (everyone's kitchen)", and support development of locally produced agricultural products and other products.

[Initiatives to be collaborated in under the agreement]

- (1) Issues related to dispatching information on the region's attractions
- (2) Issues related to regional vitalization
- (3) Issues related to supporting new businesses' start-up and establishment
- (4) Issues related to the vitalization of industries using local resources
- (5) Issues related to efficient use of the region's public facilities and spaces
- (6) Issues related to disaster prevention
- (7) Issues related to supporting parents with small kids, and adolescents

We are promoting "co-creation of new values" such as local production for local consumption, job creation, and community development, throughout Japan by operating stores open to the community, and collaborating with local governments.

Through this agreement, we hope to collaborate with Miyashiro Town in a variety of fields to further revitalize the town.

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