Tokyo, 24 October 2018

Company name Ryohin Keikaku Co., Ltd.
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Announcement of Establishment of New Company in the Republic of Finland

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

■ Purpose

Finland has a population of 5.5 million* (comparable to Hokkaido, the second largest island in Japan) in the total area of 338,424 km^2 (90% of Japan). It is a highly developed country with significant resources from forest and an advanced education system. It has topped the ranking of World Happiness Report according to the United Nations for 2018. Joining the European Union in 1995 and the Eurozone later on, the country has been among the free trade supporters. It is one of the advanced markets ranking No. 17* in per capita GDP (nominal).

When Habitare (the biggest furniture, interior decoration and design fair in Northern Europe) invited MUJI as the International Friend in 2017, we opened a pop-up store. Knowing the high demand, RKJ and MEH have 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 Finland Oy
Headquarters:	Helsinki, Finland
Representative:	(to be decided)
Business:	Management of MUJI stores in Finland
Capital:	100,000 Euro
Ownership:	MEH 100%
Establishment:	February, 2019
Operation start:	November, 2019 (planned opening date of the first store in Helsinki)