

Audience seats in PARCO Theater (Photo by OSAKO Futosh

#### Greater role of entertainment

Parco that operates the entertainment business in the Group has actively introduced new cultural offerings in the fields of theater, music, and art since its establishment. Entertainment is one of the important factors that amplify the value of the real world. For example, it can be said that a sense of resonating between players and audience in performing arts is powerful in only the real world.

In this business, we produce varied, highly appealing content in the fields of theater, music, movies, and publishing. We also produce multimedia across field boundaries by creating DVD and book versions of the content and organizing collaborations to offer entertainment with real emotion and discovery. These initiatives not only attract customers to and promote sales in each PARCO store but also contribute to branding and differentiation at the Group level.

### Culture ahead of the times

Parco's entertainment business always creates and provides new content by connecting to creators and artists on our own sites such as PARCO Theater and CLUB QUATTRO and bringing together industry's information there. Recently, we have worked on the projects linked across genres including movies, publishing, and exhibitions and selling art works to the customers of Daimaru/Matsuzakaya in the Group to expand value offerings.

Furthermore, by incorporating digital technologies, we strive to communicate information on trends and create added value. The theater division streams each performance for a price and its digest for free on social media. The music division streams original content such as talk programs featuring artists. Thus, we provide experience beyond boundaries between online and offline.

We think Parco's strength is the ability to find materials with potential, combine them with optimal infrastructure, and edit and produce unique projects. Going forward, we will further improve this strength and aim to enhance exclusive experience value while staying ahead of changing times.

# ATER

### Musical drama "Neptune" staged at PARCO Theater

"Neptune" is a musical drama written by TERAYAMA Shuji before he co-founded the Tenjo Sajiki theater troupe in 1963. It had never been staged until it was performed at PARCO Theater. Terayama had strong ties with PARCO, writing plays such as "The Miraculous Mandarin" (1977) and "Bluebeard's Castle" (1979) for PARCO Theater and staging them there. In recent years as well, the theater has put on numerous Terayama plays produced by PARCO. "Neptune" featured popular producer and actors, which received great publicity. MANABE Takashi directed it and won the Best Director award at the 29th Yomiuri Theater Awards, which honored outstanding plays and people involved in the theater in 2021.

# BLLERY He

### Held an art poster fair PARCO PRINT CENTER

An art market event entitled PARCO PRINT CENTER was held on the 1st underground floor of Shibuya PARCO in February 2022 to produce and sell art posters. PARCO curated a select group of 14 artists working in various mediums. With the excitement of being able to print on the spot, participants explored possibilities in expressive art prints, from layout and design to paper and printing. Along with sales of numbered, limited-edition posters enclosed in specially made white boxes, the event included ART BOOK MARCHÉ, music, and talks.



### Provide personal fulfillment to customers

We were deprived of normal life due to the COVID-19 pandemic and experienced unspeakable anxiety and inconvenience. Therefore, it can also be said that consumption and experience that provide excitement to daily life are expected more than ever in today's society. Parco has worked to propose fulfilling lifestyles by introducing culture and it fits the current situation. Only

Entertainment business site



Music 5 sites (Shibuya/Nagoya/Hiroshima/Umeda)



Movies

Gallery 7 sites (Shibuya/Ikebukuro/Nagoya/Shinsaibashi/Hiroshima/Fukuoka) Café 4 sites (Shibuya/Ikebukuro/Nagoya/Shinsaibashi) Other: Tour around PARCO stores, etc.



"Neptune," a musical drama staged from December 6 to December 30, 2021 at PARCO Theater

Written by: TERAYAMA Shuji Directed by: MANABE Takashi Music/music direction: SHIMA Ryohei (the dresscodes) Cast; YAMADA Yuki, MATSUYUKI Yasuko, SHIMIZU Kurumi, IHARA Rikka, OTANI Ryosuke, NAKAO Mie, Yusuke Santamaria, et al. After its run ended at PARCO Theater, the play was put on in Osaka, Toyama, Miyagi, Aomori, and Nagoya.



## Opened collaboration café Minion Café in Singapore

Parco (Singapore) Pte Ltd provided the concept and knowhow to a local café operator to operate Minion Café in Singapore for approximately two months from October 2021. It provided new dishes specially created for the local palate and original goods available in only Singapore as well as the original dishes of Minion Summer Café, which were popular in PARCO stores in Japan (Ikebukuro, Shinsaibashi, and Nagoya) to show the fun of "character café."



because we are in the Group that has continued to look at the "present" and the "future" while catering to customers, we would like to enrich customers' lives by introducing culture to help create Well-Being Life.