

SC Business-Entertainment

## Create the Passion of the Times Together



Audience seats in PARCO Theater (Photo: OSAKO Futoshi)

We live in an age where experiential value is more important than ever. There is a sense of touch and warmth that cannot be obtained virtually. Sharing joy, anger, sorrow, and happiness in a creative space. The emotions we feel in that real moment may be of irreplaceable value. The heat emitted by art and culture can be a source of inspiration and sometimes even push us forward.

Since its founding, Parco has actively introduced new

culture in the fields of theater, music, and art, and has proposed spiritually enriching lifestyles. We produce a variety of attractive content.

Under the Medium-term Business Plan that began this fiscal year, we will conduct research and development through collaboration in the J. Front Retailing Group in the growth markets of content fields such as entertainment and culture, and build the foundation for new businesses.



### Theater

Plays, musicals, dance performances, and other productions are staged at PARCO Theater and other theaters around the country. Quality works are produced with talented creators and highly appealing cast members.



### Music

CLUB QUATTRO books up-and-coming Japanese and international artists and provides a top-quality live music experience. We also operate QUATTRO LABO, a music café and bar.



### Movies

Parco operates the movie theaters CINE QUINTO and WHITE CINE QUINTO, conducts film distribution, investment, acquisition, and production, and shows a wide variety of Japanese and international movies.



### Gallery/café

A wide range of entertainment-related projects are carried out in collaboration with other departments, including exhibition production, gallery planning and management, and collaboration cafés with artists and anime characters.



### Publishing

Parco is involved in a variety of publications, from art books to practical guidebooks and works of literature. We are involved in a wide range of projects, publishing books on contemporary, cutting-edge artists and creators in Japan and overseas as well as books linked to various events.



### Games

“Games” are a new form of culture and a ground for communication that connects the world. By introducing esports and indie games, we are creating a new movement in games together with creators and collaborators.

## 03. Management Strategy

### Create new communication in the game business

Since its establishment, Parco has actively introduced various forms of culture, including fashion primarily, but also music, art, theater, and movies. We have identified new talent and together opened up new avenues for the future. In September 2023, we established the new dedicated game department to create new communication and launched a game business.

“Games” are positioned as a new form of communication that goes beyond language and national borders. The passion that is then created will be delivered to the world as a new life culture.



### Public viewing of esports event (PARCO Theater)

As Parco's game business, we held a public viewing in June 2023 of VCT ASCENSION PACIFIC 2023, the Asian tournament for VALORANT, featuring the esports team SCARZ, which represented Japan.

### “Rabbit Hole,” part of a series commemorating the 50th anniversary of PARCO Theater

PARCO Theater celebrated its 50th anniversary in 2023 and staged a series to commemorate the milestone. There was a play with a director at the center of Japan's theater world, an experimental work with fresh talent, and a cutting-edge director and playwright from overseas. It was an impressive lineup that attracted a large audience. “Rabbit Hole,” staged in April, won the Outstanding Performance Awards at the Yomiuri Theater Awards.



### SHIBUYA CLUB QUATTRO 35TH ANNIV. “NEW VIEW”

From June to November 2023, Parco held SHIBUYA CLUB QUATTRO 35TH ANNIV. “NEW VIEW” to celebrate the music venue's 35th anniversary. Over 30 original shows were performed by a total of 50 groups of artists. In addition, recycled goods were sold from among the artists' personal items, and reusable cups were introduced, as SDGs projects were implemented aiming to create a new image for the club scene.

