

July 7, 2023

For immediate release

SUPER STUDIO, Inc.  
Mitsui Fudosan Co., Ltd.

SUPER STUDIO x Mitsui Fudosan First Offline Store  
**The [ ] Store, a next-generation store that hosts e-commerce brands  
 on a weekly basis**  
**Opens on Saturday, July 15 at RAYARD MIYASHITA PARK**

### Key Points of this Release

1. Tokyo, Japan, July 7, 2023 – SUPER STUDIO and Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, will open The [ ] STORE, the first ever offline store offering OMO solutions to support the business growth of e-commerce brands, at RAYARD MIYASHITA PARK on Saturday, July 15.
2. The store will host e-commerce brands on a weekly basis. It will support issues that e-commerce brands often have, such as lack of human resources and expertise when examining the opening of an offline store, and obtaining data at an offline store. It also provides customers with the joy of fully experiencing popular e-commerce brands.
3. With its large monitors and digital signage that allow e-commerce brands to freely create their own images, the store is highly customizable and allows brands to express their brand philosophy.
4. Despite being an offline store, the use of SUPER STUDIO's core e-commerce system provides the same customer data acquisition and ongoing marketing as e-commerce.

Core e-commerce system eforce provider SUPER STUDIO Inc., and Mitsui Fudosan will open The [ ] STORE at the commercial facility RAYARD MIYASHITA PARK, located within MIYASHITA PARK, on Saturday, July 15. The [ ] STORE is the first offline store that provides one of the OMO\*1 solutions offered by SUPER STUDIO and Mitsui Fudosan to e-commerce brands.

The brand name or name of the e-commerce brand, etc. will be placed within the [ ] of The [ ] STORE. The store incorporates various initiatives to support e-commerce brands, allowing them to fully express their brand philosophies and to grow their businesses. The concept of this next-generation store is based on offering customers the chance to discover new brands every time they visit, giving them the thrill of encountering e-commerce brands not usually found at offline stores.



MIYASHITA PARK external view



Image of The [ ] STORE exterior

\*1: OMO refers to the merging of online and offline, a marketing system that aims to allow customers to purchase and experience goods and services without making them conscious of the boundary between online and offline. By merging online and offline data, information is centrally managed in an effort to improve the customer experience.

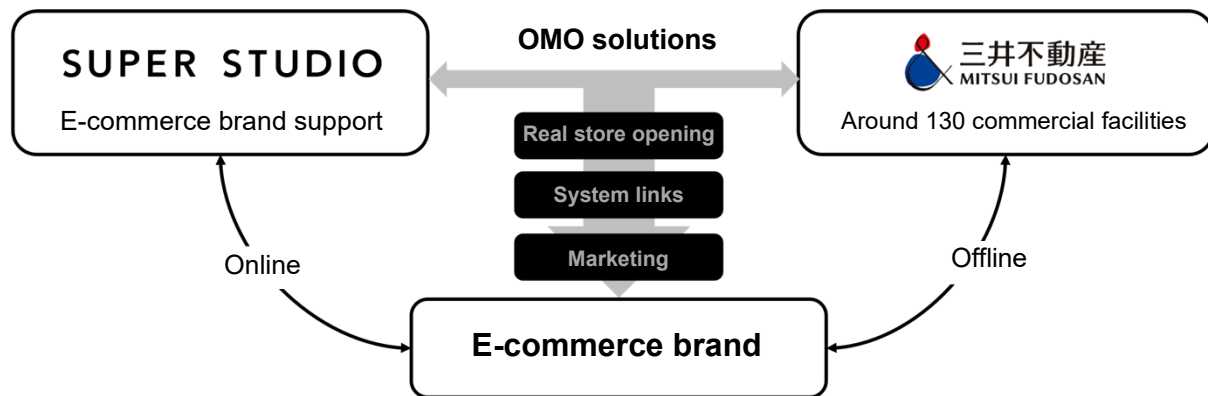
■ **OMO solutions offered by SUPER STUDIO and Mitsui Fudosan**

SUPER STUDIO provides complete solutions to e-commerce brands, including not only EC cart systems, but everything from product planning to manufacture, marketing, logistics, call center services, and post-purchase marketing.

Mitsui Fudosan operates around 130 commercial facilities, including major suburban commercial facilities such as Mitsui Shopping Park LaLaport and Mitsui Outlet Park in addition to urban facilities such as Tokyo Midtown. It also promotes various initiatives to improve the shopping experience, such as developing omni-channel retailing by operating the Mitsui Shopping Park website & mall.

Mitsui Fudosan invested in SUPER STUDIO as a lead investor in June 2022, and has since worked\*2 to provide OMO solutions to e-commerce brands by combining SUPER STUDIO's e-commerce expertise and Mitsui Fudosan's real estate strengths. THE [ ] STORE is the first offline store that offers such OMO solutions, and resolves the various issues faced when e-commerce brands open offline stores, supports business growth that merges physical and digital elements, and offers customers the opportunity to come into contact with diverse popular e-commerce brands they would not find in a usual offline store, as well as encounter previously unknown products and diverse e-commerce brands.

\*2 Reference press release: <https://www.mitsui-fudosan.co.jp/english/corporate/news/2022/0622/>



OMO solutions offered by SUPER STUDIO and Mitsui Fudosan

■ **THE [ ] STORE**

(1) **The value THE [ ] STORE brings to e-commerce brands**

Many e-commerce brands that succeed as e-commerce businesses consider opening offline stores to further increase sales, but in some cases, a lack of human resources and operating expertise to operate offline stores, the cost of opening stores, and data acquisition at offline stores prevented them from advancing further. THE [ ] STORE helps e-commerce brands resolve such issues and grow their businesses.

Approximately 2,000 people visited the pop-up store organized by SUPER STUDIO and Mitsui Fudosan at &Base at RAYARD MIYASHITA PARK in May 2022, achieving double the sales target. The store design and OMO solutions structure at THE [ ] STORE have been created based on the expertise and system improvements gained from the field trial of the pop-up store.



Image of THE [ ] STORE interior

## (2) Features of THE [ ] STORE

- ① E-commerce brands can open offline stores on a weekly basis, and can use this opportunity to provide customers with experiential value only possible at offline stores, such as food samples, new product announcements, and speaking events.
- ② The store offers large-screen monitors and double-sided digital signage at the store front to allow brands maximum expression of brand philosophy. It also contains adjustable fixtures that can be customized according to usage and brand image, and the interior design based on a monotone color scheme that compliments displays of any type of brand or product. This holds down initial costs for opening while allowing brands to create their unique atmosphere.
- ③ The same purchase method as e-commerce is created by customers scanning QR codes attached to products in the store. Despite being an offline store, it allows for the collection of customer data just like from e-commerce, the implementation of ongoing marketing of customers based on collected information, analysis of repeat purchase percentage, and the appeal of subscription purchases that are difficult to implement at offline stores. Data concerning customers' behavior and line of sight is obtained through AI cameras installed inside and outside the store, enabling improvements to product placement and interior routes.
- ④ Customer service is provided by resident staff, meaning there is no need to recruit personnel. This also aids human resource hiring, which is an issue when opening an offline store.

## (3) Product purchase system

Customers can add products to their “shopping basket” by scanning the QR codes attached to products using their smartphone. After selecting products, the customer can complete their purchase without queuing for a cash register by inputting the required information on the spot. Customers can receive their products at the store or select home delivery to receive them at home.



Product purchase system

## (4) Store outline

Location RAYARD MIYASHITA PARK North 2F  
Address 6-20-10 Jingumae, Shibuya-ku, Tokyo  
Access 3 minutes' walk from Shibuya Station on the JR, Tokyo Metro, and Keio Inogashira lines  
Opening hours 11:00~21:00

## (5) Brands in store



wer<sup>o</sup>ast

koyoi

MEQRI

■ SUPER STUDIO, Inc. (<https://super-studio.jp/>)

SUPER STUDIO, which was founded in December 2014, operates a R&D business that supports e-commerce and promotes its own brand plans and operations. It provides its eforce cloud-based e-commerce core system as a solution for e-commerce brand operators, supporting start-ups and major firms alike in developing their e-commerce businesses.

Refer to the link below for more information on eforce.

<https://ec-force.com/>

【Next-generation e-commerce concept that SUPER STUDIO is aiming to create】

SUPER STUDIO's next-generation e-commerce concept aims to achieve an efficient e-commerce foundation in which only two e-commerce brand staff members are required to operate the business to acquire annual turnover of one billion yen. E-commerce brands need to operate their business while managing various sales and marketing channels. However, as there is currently no integrated management of systems and data for each sales channel, it is difficult to easily make decisions based on data for the various steps of e-commerce operations.

SUPER STUDIO develops and provides various products centering around eforce to achieve its next-generation e-commerce concept that enables optimal PDCA operation using data for all steps of e-commerce business operations from marketing to supply chain, by leveraging its expertise it has built up through its own e-commerce business operations and the development of eforce. SUPER STUDIO creates a system to comprehensively resolve various work issues faced by e-commerce brands, and realizes highly-replicable e-commerce operations by merging and using systems and data.

■ Mitsui Fudosan Co., Ltd. Venture Co-creation Department

The Venture Co-creation Department that promotes this project was established in 2015. It aims to generate new social value and bolster existing business, and promotes open innovation through co-creation with various partners revolving around three business: 31Ventures, BASE Q, and Future Special Zone Project.

· 31Ventures (<https://www.31ventures.jp/en/>)

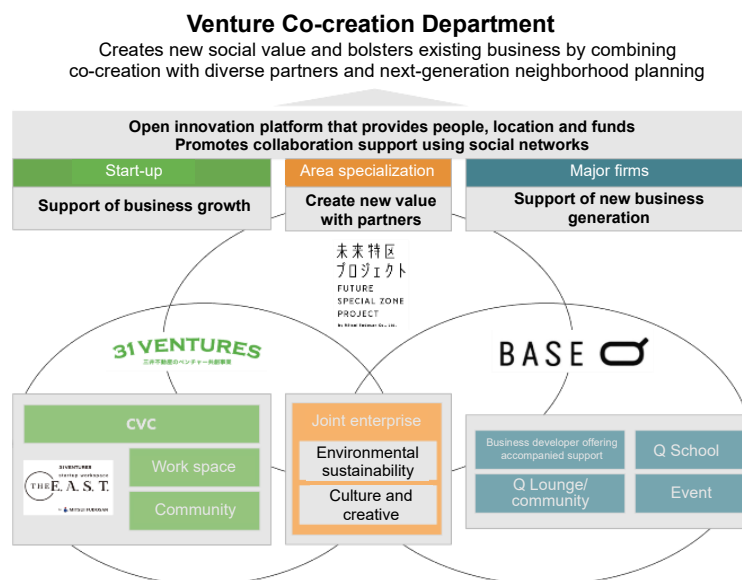
Supports start-up businesses through the three approaches of workplaces to advance business, corporate venture capital of 43.5 billion yen to accelerate growth, and a community for encountering new expertise and mutual improvements.

· BASE Q (<https://www.baseq.jp/>)

Supports the operation of facilities and the formation of a community made up of diverse people centering on Q School where skills and expertise can be systematically studied with the aim of new business generation and innovation.

· Future Special Zone Project (<https://www.miraitokku.com/>)

Establishes environmental sustainability and culture/creative as focus areas to create next-generation neighborhoods, and promotes joint business with partners in these areas



■ **About the Sustainable Development Goals (SDGs)**

The Sustainable Development Goals, or SDGs, are a set of international goals for 2030 adopted at the UN Summit of 2015.

There are 17 goals and 169 targets, and they require initiatives to be undertaken through the collaboration of various entities. The project will conduct initiatives conscious of contributing to the following two goals in particular.

Goal 9	Industry, Innovation and Infrastructure
Goal 17	Partnerships for the Goals

