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Company name:	ABC-MART, INC.
Name of representative:	Minoru Noguchi, President and Representative Director (Securities code: 2670; TSE Prime Market)
Inquiries:	Yasuo Ishii, Director, Corporate Planning Office Manager (Telephone: +81-3-3476-5452)

ABC-MART Expands into the Philippines - Opening of the First and Second Stores in Manila -

ABC-MART, INC. (Headquarters: Minato-ku, Tokyo; President and Representative Director: Minoru Noguchi) will expand its overseas operations into the Republic of the Philippines (hereinafter “the Philippines”), the fifth country in its overseas operations.

As of June 30, 2025, the Group operates a total of 1,501 stores, including 1,106 stores in Japan and 395 stores overseas (320 in South Korea, 62 in Taiwan, 8 in the United States, and 5 in Vietnam), with the shoe retail store “ABC-MART” as its core business.

As for the reason for deciding to expand into the Philippines, the Group views the Philippines as a huge consumer market with significant growth potential in Southeast Asia. With a population that is predominantly young and is projected to continue growing until 2050, the Philippines is said to be in a “demographic dividend period,” which means that consumption is expected to expand. Moreover, the strong consumer appetite that is part of its national character is also an added appeal. The Group believes that a multi-brand shop format that brings together a selection of global brand shoes in a single location has business potential in the Philippines, where young people in particular are eager to buy.

One of the keys to success in the Asian region is localization. This time, we will establish and operate a joint venture with SONAK, a partner company with in-depth knowledge of the Philippine sports market and strong ties with various developers. This will enable us to understand the Philippine market while localizing our strengths, such as sales capabilities and a product lineup centered on women’s footwear.

In late September 2025, we will open our first flagship store, “ABC-MART GRANDSTAGE,” in the heart of Bonifacio Global City (BGC) in Taguig City, Metro Manila. BGC is a symbol of the Philippines’ remarkable economic growth and a place that can truly be described as a “city of the near future,” offering a sophisticated urban atmosphere. The second “ABC-MART” store is scheduled to open in November 2025 inside the MITSUKOSHI store, also within in the BGC premises. Although located approximately 1 km away from the first store, it will adopt a different store format targeting families to differentiate its services.

Regarding our immediate store opening plans, we will focus on Metro Manila, while also considering expanding into Cebu and Davao. We plan to open five stores in fiscal 2026. Through these store openings, we will acquire expertise in overseas store operations and learn about the differences in fashion preferences, with the aim of further expanding our business in the Asian region.

The impact of this project on the Group's performance for the current fiscal year will be minimal.

Overview of “ABC-MART GRANDSTAGE (BHS Store)”

Location: Taguig City, Metro Manila

Contract area: 766 m²

Grand opening: Late September 2025 (planned)

Overview of “ABC-MART (MITSUKOSHI Store)”

Location: Taguig City, Metro Manila

Contract area: 352 m²

Grand opening: November 2025 (planned)

