

To Members of the Press:

July 10, 2018

Mitsubishi Estate · Simon Co., Ltd.

Shisui Premium Outlets

Phase 3 Opens With the Launch of New Brand Stores

A total of 29 stores at launch, featuring fashion brands, sports brands and in vogue cafes alongside never before seen outlet brands

Expansion opens Friday September 28, 2018

Mitsubishi Estate·Simon Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; Chief Executive Officer : Takuro Yamanaka) has set the opening date for the phase 3 opening to 'Shisui Premium Outlets' (Shisui-machi, Inba-gun, Chiba) to Friday September 28, 2018.

Shisui Premium Outlets first opened its doors in April 2013 as Mitsubishi Estate·Simon Co., Ltd.'s ninth premium outlet center in Japan. With its convenient location just 50 minutes from the center of Tokyo and 10 minutes from Narita International Airport, Shisui Premium Outlets has served a total of over 30 million customers from both Japan and abroad since its opening through to June 2018. (Cumulative number of customers making a purchase from April 2013 to June 2018*)

The phase 3 opening introduces 29 stores, including 26 retail stores (including two stores that have relocated from an existing area within the center!) and three restaurants. This brings the total number of stores for the entire outlet mall up to 213, making it one of the largest premium outlets in terms of the range of stores on offer.

A particular focus has been put on expanding the center's range of fashion and sports brand stores. 'Merrell' makes its first appearance as a permanent store in a Japanese outlet mall, together with 'MSPC PRODUCT sort', a new type of outlet store centered on their bag brand 'Master Piece'. In addition, 'Takashimaya', U.K. outdoor lifestyle brand 'Barbour' permanent store, 'Descente' - a sports brand of significant renown both inside and outside Japan, and 'BAYFLOW' - a popular high quality casual style brand, all make their first appearance in a Kanto outlet mall. The site expansion further enriches the lineup of brands with popular trench coat brand 'Aquascutum', 'Furla' - an Italian brand that has attracted a large following among young women, together with the relocation and expansion of the 'Michael Kors' store.

The new dining selections include the 'J.S. PANCAKE CAFE' - a pancake specialty cafe that only uses 100% Japanese wheat flour, 'Cafe comme ca' - a cafe renowned for its splendid selection of cakes made with carefully selected seasonal ingredients, and 'MACCHA HOUSE' - a store with nine overseas locations, largely throughout Asia.

The expansion also provides new spaces that provide visitors with a greater level of comfort, including an outdoor garden area, perfect for relaxing amidst the beautiful tranquility of nature while shopping.

We see this third expansion to Shisui Premium Outlets as a further evolution of Shisui Premium Outlets as a whole, one that increases the outlet mall's appeal to both customers from Japan and abroad.

* Total number of customers: Number of users at the abovementioned facilities



Overview (artist's impression)



Outdoor garden area (artist's impression)

<Please send media inquiries regarding this matter to the following>

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■ Fashion

	Brand name	Category	Remarks
1	23Ku	Ladies' wear	
2	Anteprima	Ladies' wear	
3	Aquascutum	Ladies' wear, Men's wear	First outlet store in Chiba Prefecture
4	Barbour	Ladies' wear, Men's wear	First permanent outlet store in Kanto
5	Bayflow	Ladies' wear, Men's wear	First outlet store in Kanto
6	Champion	Ladies' wear, Men's wear, Kids' wear	
7	Etro	Ladies' wear, Men's wear	
8	Takashimaya	Ladies' wear, Men's wear, Kids' wear	First outlet store in Kanto
9	Theory	Ladies' wear, Men's wear	
10	Spick and Span	Ladies' wear	
11	Journal Standard	Ladies' wear, Men's wear	
12	Edifice	Men's wear	
13	Iena	Ladies' wear	

■ Fashion Accessories

	Brand name	Category	Remarks
1	Bally	Shoes, bags	
2	Furla	Shoes, bags	
3	Kate Spade New York	Bags, purses, accessories	
4	MSPC Product Sort	Bags, shoes, leather goods	First outlet store as a new type
5	Tumi	Bags	

※Kanto: Tokyo, Ibaraki Pref., Tochigi Pref., Gunma Pref., Saitama Pref., Chiba Pref., Kanagawa Pref.

【Phase 3 Area】



■ Sports & Outdoors

	Brand name	Category	Remarks
1	Adidas	Sportswear, outdoors	
2	Reebok	Sportswear, outdoors	
3	Descente	Sportswear, outdoors	First outlet store in Kanto
4	Merrell	Sportswear, outdoors	First permanent outlet store in Japan
5	Under Armour	Sportswear, outdoors	

■ Interiors & Household Goods

	Brand name	Category	Remarks
1	Bose	Audio equipment	

■ Food & Cafe

	Brand name	Category	Remarks
1	Cafe Comme Ca	Food & café	
2	J.S. Pancake Café	Food & café	First store in Chiba Prefecture
3	Maccha House	Food & café	First store in Chiba Prefecture

■ Relocation & Expansion

	Brand name	Category
1	Oakley	Sportswear, outdoors
2	Michael Kors	Bags, shoes, purses

【Map】



Address	2-4-1 Iizumi, Shisui-machi, Inba-gun, Chiba			
Size	Phase 1	After Phase 2 opening	Phase 3	After Phase 3 opening
Opening date	April 19, 2013	April 17, 2015	September 28, 2018	-
Site area	Approx. 197,200 m ²	Approx. 421,000 m ²		Approx. 421,000 m ²
Retail space	Approx. 21,700 m ²	Approx. 35,600 m ²	Approx. 6,300 m ²	Approx. 41,900 m ²
No. of stores	121 stores	184 stores	29 stores	213 stores
No. of parking spaces	Approx. 3,500 spaces	Approx. 4,200 spaces	Approx. 800 spaces	Approx. 5,000 spaces
Operating hours	10:00 ~ 20:00 (May vary for some stores and depending on the season)			
Holidays	Once a year, on the third Thursday in February			
HP	https://www.premiumoutlets.co.jp/			
Access	1 km from the 'Shisui IC' on the Higashikanto Expressway Approximately 20 minutes by route bus from the Keisei Shisui Station, approximately 15 minutes by route bus from the JR Shisui Station			

*The number of stores is counted by the number of brands.





[Mitsubishi Estate·Simon Co., Ltd.]




Mitsubishi Estate·Simon Co., Ltd. is a joint venture between Mitsubishi Estate Co., Ltd. and Simon Property Group, Inc. Mitsubishi Estate·Simon Co., Ltd. focuses on developing, owning and managing high-quality outlet shopping centers in Japan. At the present time, Mitsubishi Estate·Simon Co., Ltd. operates nine Premium Outlet Centers in Japan listed below.

The global Simon Premium Outlets portfolio includes outlets in the U.S. such as 'Woodbury Common Premium Outlets' in suburban New York, 'Desert Hills Premium Outlets' in suburban Los Angeles, 'Waialeale Premium Outlets' in Honolulu, Hawaii, as well as outlets in South Korea, Canada, Mexico, Puerto Rico and Malaysia.

*PREMIUM OUTLET SHOPPING® and PREMIUM OUTLETS® are trademarks of Simon Property Group, Inc.

<Attachment> [Premium Outlets in Japan]

Gotemba Premium Outlets	Rinku Premium Outlets	Sano Premium Outlets
1312 Fukasawa, Gotemba-shi, Shizuoka	3-28 Rinku Ourai Minami, Izumisano-shi, Osaka	2058 Koena-cho, Sano-shi, Tochigi
Opened July 2000 2nd period expansion July 2003 3rd period expansion March 2008	Opened November 2000 2nd period expansion March 2002 3rd period expansion December 2004 4th period expansion July 2012	Opened March 2003 2nd period expansion July 2004 3rd period expansion March 2006 4th period expansion July 2008
Retail space approx. 44,600 m ² Around 210 stores	Retail space approx. 39,400 m ² Around 210 stores	Retail space approx. 37,300 m ² Around 170 stores
		

Tosu Premium Outlets	Toki Premium Outlets	Kobe-Sanda Premium Outlets
8-1 Yayoigaoka, Tosu-shi, Saga	1-2 Tokigaoka, Toki-shi, Gifu	7-3 Kouzudai, Kita-ku, Kobe-shi, Hyogo
Opened March 2004 2nd period expansion December 2007 3rd period expansion July 2011	Opened March 2005 2nd period expansion October 2006 3rd period expansion July 2010 4th period expansion November 2014	Opened July 2007 2nd period expansion December 2009 3rd period expansion December 2012
Retail space approx. 28,200 m ² Around 150 stores	Retail space approx. 35,200 m ² Around 180 stores	Retail space approx. 42,200 m ² Around 210 stores
		

Sendai-Izumi Premium Outlets	Ami Premium Outlets
6-1-1 Teraoka, Izumi-ku, Sendai-shi, Miyagi	4-1-1 Yoshiwara, Ami, Inashiki, Ibaraki
Opened October 2008	Opened July 2009 2nd period expansion December 2011
Retail space approx. 15,300 m ² Around 80 stores	Retail space approx. 30,700 m ² Around 150 stores
