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## **Tosu Premium Outlets® to open Phase 4 area on Thursday, November 7. 19 brands to appear, including luxury brands and brands making their first appearance in Kyushu**

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Mitsubishi Estate·Simon Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; CEO: Masaki Yamagishi) has decided that the phase 4 area of Tosu Premium Outlets (Yayoigaoka, Tosu City, Saga Prefecture) will open on Thursday, November 7, 2019.

Tosu Premium Outlets is the largest outlet center in Kyushu\*. Located next to the Tosu Interchange, a connection point for transport in the Kyushu area, Tosu Premium Outlets receives high numbers of customers, both local customers from throughout Kyushu and overseas visitors to Japan.

\*Based on research by Mitsubishi Estate-Simon Co., Ltd., by number of outlet stores in the complex.

19 stores will be opened in this expansion, 18 of which are retail stores (including four being relocated from existing areas) and one restaurant. This will bring the total to 164 stores, reinforcing Tosu Premium Outlets' status as the largest outlet center in Kyushu.

**The majority of the 19 new stores are international luxury brands. 2 brands make their first appearance in a outlet mall within Japan, and 8 brands make their first appearance in Kyushu.** The two brands making their debut on Japan's outlet store scene are Kate Spade New York Kids, a specialty kids' store for the New York-based lifestyle brand Kate Spade, and Nojess, lovely and classy accessory brand. 8 brands making their first appearance in a Kyushu outlet store include luxury brands such as Swiss luxury brand Bally; Italian premium casual brand Diesel; Diffusione Tessile, a store stocking Max Mara Japan's brands; German lifestyle brand Hugo Boss; and Zero Halliburton, U.S. luxury luggage brand. These are accompanied by Onitsuka Tiger, a Japanese fashion brand that is popular both within Japan and overseas, and The Cosmetics Company Store, which stocks skincare and makeup items from brands such as Estée Lauder and Clinique. Popular stores from existing areas, such as Coach and Michael Kors, will move into bigger store spaces in the new expansion area.

Along with the opening of the new expansion area, new stores and relocations are planned in existing areas until spring 2020. Asahi Shoes, a long-standing brand established in Kurume City, will open its first permanent outlet store in Japan.

Through this expansion, Tosu Premium Outlets seeks to provide a more extensive range of brands that is fitting for Kyushu's biggest outlet center, and build even greater loyalty among customers from Japan and overseas alike.



Overview (artist's impression)



Tosu Premium Outlets

【Expansion Areas】

■ Fashions

	Brand Name	First outlet in Japan	First outlet in Kyushu	Remarks
1	Diesel		●	
2	Diffusione Tessile		●	
3	Escada		●	
4	Etro			pop-up store
5	Hugo Boss		●	pop-up store
6	Kate Spade New York Kids	●		First permanent outlet store in Japan
7	Nano · Universe			

■ Fashion Goods

	Brand Name	First outlet in Japan	First outlet in Kyushu	Remarks
8	Bally		●	First permanent outlet store in Kyushu
9	Nojess	●		
10	Onitsuka Tiger		●	
11	Rockport			
12	Sergio Rossi			pop-up store
13	Zero Halliburton		●	

■ Home Fashions

	Brand Name	First outlet in Japan	First outlet in Kyushu	Remarks
14	The Cosmetics Company Store		●	

■ Food & Cafe

	Brand Name
15	Starbucks Coffee

■ Relocation & Expansion

	Brand Name
16	Brooks Brothers
17	Coach
18	Michael Kors
19	Vendome Aoyama

### 【Existing Areas】

Along with the opening of the new expansion area, new stores and relocations are planned in existing areas between now and spring 2020. In addition to the stores below, more brands are relocating and opening.

#### ■ New stores in existing areas

Brand Name	Opening Date	First outlet in Japan	First outlet in Kyushu	Remarks
Asahi Shoes	Mid Oct., 2019	●		First permanent outlet store in Japan
Pandora	Mid Oct., 2019		●	pop-up store
Dunhill 【Premium Event Space】	Early Nov., 2019		●	pop-up store

※Kyushu : Fukuoka, Saga, Nagasaki, Kumamoto, Oita, Miyazaki, Kagoshima

### 【Job fair to staff the new stores in Tosu Premium Outlets】

To provide support during the hiring processes that the expansion will require, a job fair will be held to connect the hiring managers of each brand with people interested in working at Tosu Premium Outlets. As a new approach, drinks and a dessert buffet will be set up in the waiting zone to provide a more comfortable experience for the candidates.

Dates and times Session 1: 12:00-6:00pm Saturday, September 7, 2019

Session 2: 12:00-6:00pm Friday, October 11, 2019

Venue Session 1: Hotel Bientos  
Session 2: BreezeRay Private Terrace

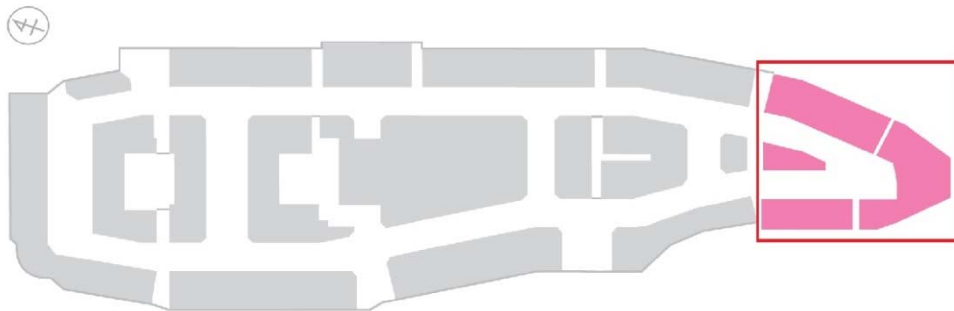
Details can be found from August 23 at the dedicated website operated by Aidem, the recruitment company that has been contracted for the hiring process.

<https://www.recruit-premiumoutlets.jp/04tosu/>

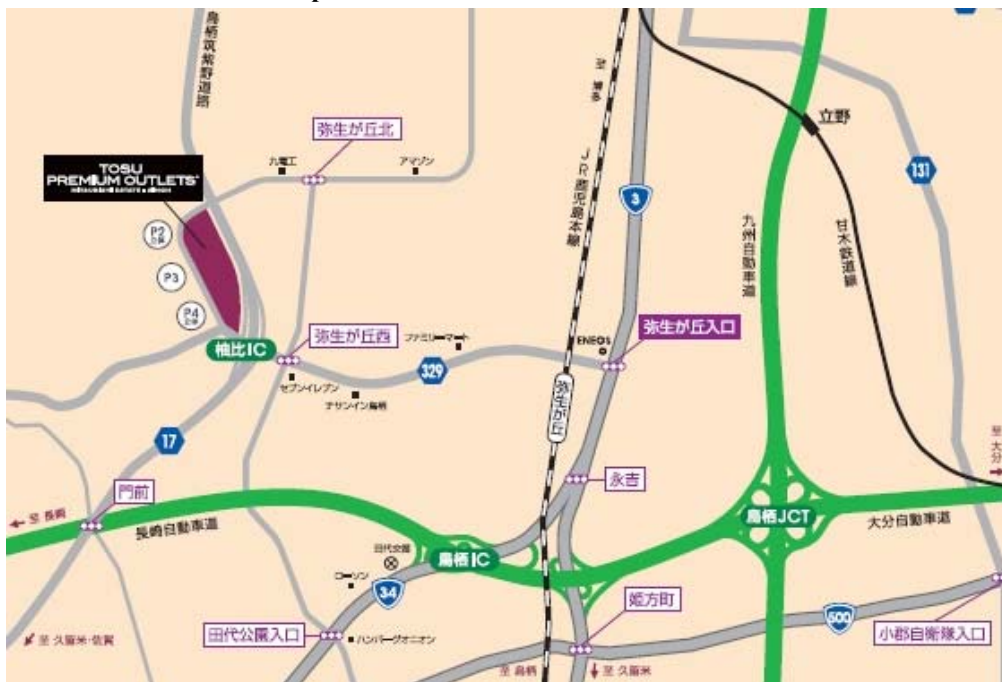
### 【Outline of Tosu Premium Outlets】

Location	8-1, Yayoigaoka, Tosu-Shi, Saga				
	Phase 1	After Phase 2 opening	After Phase 3 opening	Phase 4	After Phase 4 opening
Opening Date	Mar. 12, 2004	Dec. 17, 2007	Jul. 14, 2011	Nov. 7, 2019	
Site Area	Approx.134,200 m <sup>2</sup>			—	Approx.134,200 m <sup>2</sup>
Store Area	Approx.18,400 m <sup>2</sup>	Approx.23,400 m <sup>2</sup>	Approx.28,200 m <sup>2</sup>	Approx. 3,600 m <sup>2</sup>	Approx. 31,800 m <sup>2</sup>
No. of Stores	94 Stores	123 Stores	144 Stores	19 Stores	164 Stores
Hours	10:00~20:00 (May vary for some stores and depending on the season)				
Closing Day	Once a year, on the third Thursday in February				
Parking Capacity	Approx. 2,900 vehicles (excluding tentative parking for busiest periods)				
Access	<p>【by Car】 3 km from Tosu IC on Nagasaki Expressway 0.5 km from Yubi IC on Tosu Tsukushi Rd.</p> <p>【by public transport】 15 min. from JR Tosu Station 20 min. from Nishitetsu Ogori Sta.</p> <p>【by highway bus】 45min. Nishitetsu highway bus from Nishitetsu Tenjin Bus Terminal</p>				

【Phase 4】



【Tosu Premium Outlets Map】



【About 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, ‘Waikale 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.