

The opening date was postponed from April 15 to June 1, due to the State of Emergency

June, 2020

Mitsubishi Estate-Simon Co., Ltd.

## Gotemba Premium Outlets®

### Area added for fourth-phase expansion opens on Monday June 1, 2020

**Newly joined by 88 stores, GPO becomes Japan's largest outlet center, offering enhanced functions for stay experiences**

We, at Mitsubishi Estate-Simon Co., Ltd. (head office: Chiyoda-ku Tokyo; Chief Executive Officer: Masaki Yamagishi), have set the opening day of the area added for the fourth-phase expansion of "Gotemba Premium Outlets" (Gotemba, Shizuoka) as Monday, June 1, 2020.

As Japan's first premium outlet mall, Gotemba Premium Outlets (GPO) started business in July 2000 at the foot of Mt. Fuji, a World Cultural Heritage site. GPO was visited by more than 170 million customers (based on the total number of people who went through cashiers from the year 2000 to the fiscal year 2018). It is the flagship of our nine Premium Outlet Centers in Japan, and also the country's leading outlet center.

Conducted in the 20<sup>th</sup> anniversary year, for the first time in around 12 years, the fourth-phase expansion will make GPO a destination where customers can shop and stay with greater comfort to help boost the appeal of the entire facility, in addition to establishing new areas. At the same time, the existing area will also be renovated. The newly established area equipped with Mt. Fuji viewing spots was named "Hill Side," whose store area of around 17,000 m<sup>2</sup> will be home to a total of 88 stores (including 22 stores relocated from the existing area): 14 outlet stores (merchandise stores) which will make their first appearance in Japan, 72 other merchandise stores and 16 restaurants. Combined with the existing area, GPO will have around 61,000 m<sup>2</sup> of store area in total, growing into Japan's largest outlet center\* with an unmatched level of scale and presence. \*In terms of store area. Based on available information.

The Hill Side will be home to retailers specializing in luxury brands, as well as casual fashion and value brands for the family. As for restaurants, they will get together and create the Food Area while a food hall called "ITADAKI TERRACE" will host six restaurants.

To make GPO more accessible by car, we have newly built parking garages at three locations with a capacity of around 2,000 vehicles, bringing the total capacity to around 7,000 vehicles. As well, we will create a playground equipped with a carousel and other facilities (available for a fee) and a tour-bus terminal to cater to the increasing number of visitors from outside of Japan. We will also install bridges at two locations to connect the existing area and the Hill Side. The existing area after renovation is expected to open by the 20th anniversary this summer.

Last December, HOTEL CLAD, from which Mt. Fuji can be viewed from half of the guestrooms, opened and so did a day-trip hot spring facility called "Konohana no Yu" (run by Odakyu Group), which is equipped with a high-quality hot spring sourced from within the property and outdoor baths which offer a superb view. That way, we have enhanced the functions for a stay in an effort to propose a new way of enjoying outlet malls other than shopping.

This year marks the 20<sup>th</sup> anniversary of GPO starting business in Japan as an American-born outlet mall. By transcending the boundaries of outlets, we will upgrade GPO to "Japan's leading, one and only shopping resort" and aim to create a facility which serves as an extensive tourism hub for the local area.



Image of Hillside entrance



Image of Hillside area



Image of a view of Hillside from a bridge

■ Overview of the fourth-phase expansion during the 20<sup>th</sup> anniversary

① **The Hill Side, the fourth-phase expansion area, opens and 13 first-time-in-Japan outlets appear**

The Hill Side was designed with a focus on a view of Mt. Fuji. Perched on a gentle slope of the terraced terrain, the Hill Side consists of three streets. It houses a total of 88 stores: 72 merchandise stores including 14 first-time-in-Japan outlets and 16 restaurants (some stores relocated from the existing area to facilitate customer traffic throughout the entire facility.) With around 61,000 m<sup>2</sup> of store area in total, GPO will be relaunched as Japan’s largest outlet center with an unmatched level of scale and presence.

② **Enhanced functions to boost the appeal of the entire facility, including larger parking capacity and a newly established playground (available for a fee)**

We will increase parking capacity, widen the peripheral road, newly establish a playground (available for a fee), open a tour-bus terminal and Welcome Center equipped with a lounge and install Mt. Fuji viewing spots in various locations on the premises. As well, we will build two bridges connecting the newly established area and the existing area in a bid to make GPO **more attractive as a destination** and boost the appeal of the entire facility, creating a fitting environment for Japan’s leading shopping resort.

③ **The existing area is also renovated with the addition of a new zone featuring various sports and outdoor brands**

Along with the fourth-phase expansion, the existing area will be renovated too. It will be joined by a new zone which offers various sports and outdoor brands. We will also enhance luxury brands for which GPO is famous. “Burberry” already welcomes customers in its expanded floor space. As well, we are working on relocating key brands to spread customer traffic throughout the entire facility and enlarging stores to accommodate a greater product lineup; these stores are expected to open by the 20th anniversary this summer. \*The details of the existing area’s renovation will be announced around spring.

④ **A hotel and a day-trip hot spring facility opened, making GPO a “stayable shopping resort”**

Presenting a new way of enjoying outlet malls to visitors from home and abroad, HOTEL CLAD and a day-trip hot spring facility called “Konohana no Yu” were opened on the premises by Odakyu Group on December 15 last year in advance of the opening of the Hill Side.



A bird's-eye view after the fourth-phase expansion

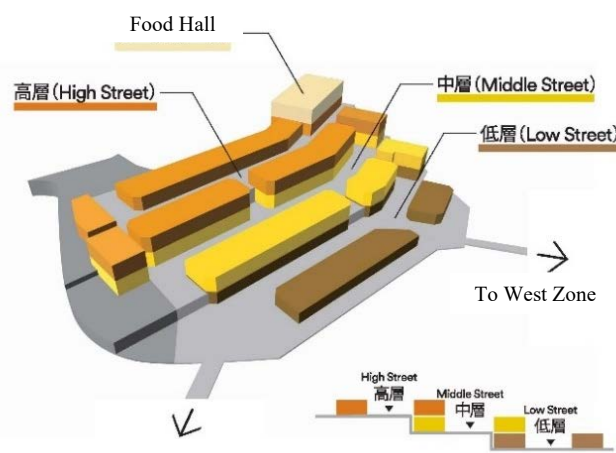


Image of the Hillside map (Stores)

## ■ Outline of the fourth-phase area, Hillside Brand lineup

[Merchandise stores]

### **Many different categories including hobbies and daily goods join in addition to an enhanced lineup of luxury and import brands**

We will enhance GPO's brand lineup in every category including popular select shops and casual fashion, kitchenware, character merchandise and stationery, in addition to the lineup of luxury and import brands for which GPO is famous.

[Examples of key stores]

"Converse Tokyo," a fashion brand created from Converse which has a history of more than 100 years; "J&M Davidson," which offers luxe bags and leather goods with everlasting appeal and is also called "eternal basic"; and "N°21" created by Alessandro Dell'Acqua, a next-generation leader of the Italian fashion scene. "Yanuk," an L.A. brand featuring loose denim which offers beautiful silhouette and premium comfort; a full-concept store of "Thom Browne," a New York-based luxury brand specializing in high-quality tailoring from unique design viewpoints; "Lululemon," which is included in the sports category, proposing highly functional fashion including yoga wear. 14 brands including the above will all open their first store located in an outlet mall in Japan. "3.1 Phillip Lim," a modern luxury brand portraying real clothes worn in New York, will open a store that is the only one found in outlet malls in Japan. As well, "Moleskine," which sells legendary notebooks used by many artists, will open a limited-time-only store.

[Restaurants and food booths]

### **Food Hall and Food Area housing quality restaurants and popular eateries from the local and neighboring areas**

The percentage of restaurants will be greater in the Hill Side than in the existing area, which will increase the appeal to gourmets. The lineup includes seven local gourmet restaurants, mainly those popular in Shizuoka Prefecture or neighboring areas, trendy restaurants that make first appearances in outlet facilities and new-style restaurants.

[Examples of key stores]

The food hall designed with a focus on "a view of Mt. Fuji" was named "ITADAKI TERRACE," situated at the top of the Hillside. It houses six specialty restaurants that are quite unique, including "san grams green tea," a tea stand where a Japanese tea café from Kikugawa City, Shizuoka serves tea brewed with a teapot and tea made from its own recipes, and other unique restaurants stand side by side, offering 386 seats including 48 outdoor seats. Customers can enjoy fine meals to their heart's content, which will be accompanied by a magnificent view of Mt. Fuji on a sunny day.

The Hill Side offers greater choices of food and drink especially in the Food Area where restaurants and food booths are gathered. The historic patisserie Maison "Ladurée" which created Parisian-style macarons, "Sawayaka Restaurant, Sawayaka" which offers Shizuoka's soul food and "Tamura Ginkatsutei" which is popular for its *Tofu Katsuni* (deep-fried tofu simmered in broth, a Hakone Gora specialty) all open their first restaurant located in an outlet facility in Japan. The Hill Side is also joined by new-style restaurants: "Salon Ginza Sabou Komeshokudo" where customers can enjoy a rare *Koshihikari* rice variety called "Yukihotaka" in a traditional *Shokudo* (Japanese diner) setting, and "Fun Yumcha" which is run by Transit General Office, offering dim sum and *tantan men* (Szechuan-style noodles) supervised by Mr. Yuji Wakiya.



Image of the Hill Side



Image of ITADAKI TERRACE exterior view

■ **Outline of new functions/services made available by the fourth-phase expansion**

① **Parking capacity increased by 40% to around 7,000 vehicles**

We newly built three parking garages, increasing parking capacity from the current approximately 5,000 vehicles to 7,000 vehicles (not including the capacity of the parking lot available only to hotel guests). In addition to that, we widened the peripheral road and repaired the road for inbound traffic, increasing the convenience for visitors. In addition, last March, Ashigara Smart IC opened to traffic, which has made GPO more easily accessible.

② **Hillside Zone Playground (available for a fee) newly established**

We will open an entertainment spot for the family and friends. It offers, among others, a carousel made in Italy with a diameter of 7 meters, an Italian-made tower ride introduced for the first time in Japan which plunges, rises and rotates continuously, a coin-operated train ride with the appearance of a steam locomotive from America's good old days, and aqua blaster, which is a coin-operated game where players shoot castle-like targets with squirt guns. Customers can enjoy a magnificent view of Mt. Fuji as well.

(Operated by KCA operations Inc.)



③ **Second bus terminal "Hillside Bus Terminal" newly established**

To meet demand of increasing foreign visitors, we newly built the Hill Side Bus Terminal exclusive for tour buses. To make it easier for visitors to move around in the expanded facility, internal loop shuttle buses will serve between the Hill Side Bus Terminal and the West Bus Terminal (for buses on regular routes, shuttle buses, etc.)



④ **Welcome Center with a lounge inside**

It was newly built next to the Hill Side Bus Terminal. Equipped with free Wi-Fi, the lounge has relaxing sofa seats and counter seats, along with automatic beverage vending machines and foreign money change machines. As a "Category 3" Tourist Information Center (as of December 2019) certified by Japan National Tourism Organization (JNTO), the Welcome Center has English and Chinese-speaking staff and also offers guidance in various languages by using a translation service through the screen. It also has gender-segregated prayer rooms (oratories) so that customers of various religions from many countries can enjoy shopping with peace of mind.



⑤ **A roof-attached truss bridge extending around 180 m constructed**

The Hill Side and the existing area will be connected by two new bridges. We built a bridge with a total length of around 180 m between West Zone or the existing area and Hillside Zone. This truss bridge was built as the “second big bridge” connecting to “Yume no Ohashi (Big bridge of dreams),” which had been installed at the existing area and selected as one of the 12 best Mt. Fuji viewpoints. The roof was attached to one side to secure a line of customer traffic in the rain. Customers can go to and from the new zone without getting wet in the rain and enjoy a magnificent panorama of nature including Mt. Fuji from the viewpoint installed at the center of the bridge. With these creative ideas, we believe that this new bridge will go viral.



⑥ **Employee lounges established at two locations in the fourth-phase zone**

To improve employee satisfaction and encourage them to offer further enhanced services to customers, we have newly established two employee lounges in the Hill Side, apart from those already available at five locations in the existing area. The new employee lounges are not just good for resting but have meeting rooms, tooth-brushing spaces, powder rooms, etc.



<Reference material 1> List of stores in the Hill Side, the fourth-phase expansion area

■ Fashion

	Brand name	First Japan outlet	Remarks		Brand name	First Japan outlet	Remarks
1	3.1 Phillip Lim 3.1 フィリップリム		For a limited time only	26	Kiton キートン	●	
2	Abahouse アバハウス			27	Lacoste ラコステ		
3	Adam et Rope アダム エ ロペ			28	Lowrys Farm ローリースファーム		
4	Agnès b. アニエスベー			29	McGregor マックレガー		
5	Banana Republic バナナ・リパブリック			30	Melrose メルローズ		
6	Beams ビームス			31	Mezzo Piano メゾピアノ		
7	Briefing ブリーフィング			32	Mila Owen ミラオーウェン		
8	Cecil Mebee セシルマクビー			33	Missoni ミッソニー		
9	Cellford セルフォード			34	Msgm エムエスジーエム		
10	Champion チャンピオン			35	N°21 ヌメロ ヴェントゥーノ	●	First Jap an outlet as a permanent store
11	Converse Tokyo コンバース トウキョウ	●	First Japan outlet as a permanent store	36	Olive des Olive オリーブ・デ・オリーブ		
12	Denham デンハム			37	Onitsuka Tiger オニツカタイガー		
13	Edifice エディフィス			38	Petit Bateau プチバトー		
14	Ef-de エフデ			39	Shelfter シェルター		
15	Emmi エミ			40	Ships シップス		
16	Escada エスカダー			41	Spick and Span スピックアンドスパン		
17	Freak's Store フリークスのストア			42	Strasburgo ストラスブルゴ		
18	Gaillardagalante ガリヤルダガラランテ			43	Takashimaya タカシマヤ		
19	Giuseppe Zanotti ジューゼッペ ザノッティ			44	Ted Baker テッドベーカー	●	First Jap an outlet as a permanent store
20	Herno ヘルノ			45	Thom Browne トム ブラウン	●	First Jap an outlet as a permanent store
21	Iena イエナ			46	Urban Research アーバンリサーチ		
22	Ined イネド			47	Woolrich ウールリッチ		
23	Isaia イザイア	●		48	Yanuk ヤヌーク	●	First Jap an outlet as a permanent store
24	J&M Davidson ジェイアンドエム デヴィッドソン	●	First Japan outlet as a permanent store	49	Yoshie Inaba ヨシエイナバ		
25	Journal Standard ジャーナルスタンダード						

\*First Japan outlets include those which opened for the first time in outlet facilities in Japan, whether they are for a limited time only or permanent.

\*Brands relocated from the existing area as part of the fourth-phase expansion plan are also included.

\*Local gourmet restaurants include restaurants whose head offices are located in Shizuoka Prefecture or neighboring Hakone as well as restaurants offering Shizuoka Prefecture's local dishes.

\*Kiosks are not included in the computation of store area or the number of stores.

\*This list contains information as of January 15, 2020. Some stores are not listed.

### ■ Fashion Goods

	Brand name	First Japan outlet	Remarks
1	Ace Bags&Luggage エースバッグス&ラゲージ		
2	Atlantic Stars アトランティックスターズ	●	First Japan outlet as a permanent store
3	Breitling ブライトリング		
4	Citizen シチズン		
5	Gianni Chiarini ジャンニキアリーニ	●	First Japan outlet as a permanent store
6	Santoni サントーニ		
7	Seiko セイコー		
8	Sergio Rossi セルジオ ロッシ		

### ■ Sports and outdoor brands

	Brand name	First Japan outlet	Remarks
1	Lululemon ルルレモン	●	
2	Puma プーマ		
3	Under Armour アンダーアーマー		

### ■ Hobbies and daily goods

	Brand name	First Japan outlet	Remarks
1	Le Creuset ル・クルーゼ		
2	Lego レゴ		
3	Moleskine モレスキン		For a limited time only
4	Royal Copenhagen ロイヤル コペンハーゲン		
5	Sabon サボン		For a limited time only
6	Sanrio サンリオ		
7	Zwilling ツヴィリング		

### ■ Food booths

	Brand name	First Japan outlet	Remarks
1	Ladurée ラデュレ	●	
2	St. Cousair サンクゼール		

\*First Japan outlets include those which opened for the first time in outlet facilities in Japan, whether they are for a limited time only or permanent.

\*Brands relocated from the existing area as part of the fourth-phase expansion plan are also included.

\*Local gourmet restaurants include restaurants whose head offices are located in Shizuoka Prefecture or neighboring Hakone as well as restaurants offering Shizuoka Prefecture's local dishes.

\*Kiosks are not included in the computation of store area or the number of stores.

\*This list contains information as of June, 2020. Some stores are not listed.

### ■ Restaurants

	Brand name	First Japan outlet	Remarks
1	Eggs 'n Things Coffee エッグスンシングスコービー	●	
2	Fujiyamasaryo ふじやま茶寮 (ITADAKI TERRACE)	●	Local gourmet restaurant
3	Fun Fun Yumcha ファンファン飲茶	●	
4	Hyorokutei 顔六亭	●	
5	Lindt Chocolat Café リンツシヨコラ カフェ		
6	Nihonbashi Menya Maishi 日本橋 麵屋ま石 (ITADAKI TERRACE)	●	
7	Pacific Café パシフィックカフェ (ITADAKI TERRACE)	●	Local gourmet restaurant
8	Pierre Marcolini ピエール マルコリーニ		
9	Salon Ginza Sabou Komeshokudo サロンギンザ サボウ こめ食堂	●	
10	San Grams Green Tea サングラムグリーンティー (ITADAKI TERRACE)	●	Local gourmet restaurant
11	Sawayaka 炭焼きレストランさわやか	●	Local gourmet restaurant
12	Shizuoka Gotouchi Gourmet Express 静岡ご当地グルメ屋台 (ITADAKI TERRACE)	●	Local gourmet restaurant
13	Tamura Ginkatsutei 田むら銀かつ亭	●	Local gourmet restaurant
14	Tully's Coffee & Tea タリーズコーヒーアンドティー	●	
15	Uogashi 沼津魚がし脂		Local gourmet restaurant
16	Wood Burning Steak 本気の薪焼きステーキ (ITADAKI TERRACE)	●	

### ■ Kiosks

	Brand name	First Japan outlet	Remarks
-	Gongcha ゴンチャ		
-	Ninao 錦尾家	●	
-	Fresh Juice Bar Karin 果汁工房 果琳		

<Reference material 2> Outline of Gotemba Premium Outlets

Location	1312, Fukasawa, Gotemba-shi, Shizuoka		
Scale	After completion of the third-phase expansion	The fourth-phase area	Summer 2020 (Plan)
Store area	Approx. 44,600 m <sup>2</sup>	Approx. 17,000 m <sup>2</sup>	Approx. 61,000 m <sup>2</sup>
Number of stores	Approx. 210	88	Approx. 290 (Plan)
Opening dates	First phase: July 13, 2000; Second phase: July 8, 2003 Third phase: March 25, 2008; Fourth phase: <u>June 1, 2020</u>		
Site area	Approx. 422,200 m <sup>2</sup>		
Parking capacity	Approx. 7,000 vehicles (5,000 vehicles at the time of writing) *Excluding the parking lot exclusive for hotel guests		
Hours of operation	10:00 – 20:00 (It may vary depending on the store or season.)		
Closing day	Once a year (The third Thursday of February)		
Access	<p>By car     Approx. 2 km from Gotemba IC, Tomei Expressway               Approx. 3 km from Ashigara Smart IC, Tomei Expressway</p> <p>By train    Approx. 15 min. by free shuttle bus from JR Gotemba Sta.</p> <p>By bus     Bus services linked to bus stops inside the facility are available from the following areas (Direct express buses)               Tokyo Sta., Shinjuku Sta., Shinagawa Sta., Ikebukuro Sta., Tachikawa Sta.,               Yokohama Sta., Ichigao Sta., Tama-Plaza Sta., Center-Kita Sta., Hiyoshi Sta. (Buses on regular routes)               Mishima Sta., Kawaguchiko Sta./Fuji-Q Highland/bound for Grinpa, Hakone-               Yumoto Sta./Gora Sta., Gotemba Kogen Resort - Toki No Sumika, etc.</p>		

\*Showing the expected number of stores after rezoning as of January 15, 2020

<Reference material 3> Joint interview schedule

Date and time	Venue
<b>11:00-17:00, Friday January 24, 2020</b>	Plaza Verde (Fujinokuni Senbonmatsu Forum) Kira Messe Numazu Multi-purpose Hall 1-1-4, Ote-machi, Numazu-shi, Shizuoka
<b>12:00-18:00, Tuesday (holiday) February 11, 2020</b>	Gotemba Kogen Hotel, Gotemba Kogen Resort - Toki No Sumika 719, Koyama, Gotemba-shi, Shizuoka
<b>11:00-17:00, Tuesday March 17, 2020</b>	Plaza Verde (Fujinokuni Senbonmatsu Forum) Kira Messe Numazu Multi-purpose Hall 1-1-4, Ote-machi, Numazu-shi, Shizuoka

Access the following link for details of the joint interview schedule.

[https://www.premiumoutlets.co.jp/gotemba/sp/2020\\_powerup\\_brands/](https://www.premiumoutlets.co.jp/gotemba/sp/2020_powerup_brands/)

<Reference material 4> Outline of facilities

**[Facility outline: HOTEL CLAD]**

HOTEL CLAD was opened on December 15, 2019 by Odakyu Group. It has a total of 182 guestrooms, more than half of which offer a view of Mt. Fuji. Guests can use the hotel not only for a comfortable stay before and after outlet shopping but also as a starting point for surrounding sightseeing spots including Hakone. The hotel features a room which is based on the concept of JOURNAL STANDARD, a brand which has a store in Gotemba Premium Outlets.

Location 2839-1, Fukasawa, Gotemba-shi, Shizuoka 412-0023  
 Approx. 320 vehicles  
 Parking capacity One large bus  
 (Large bus parking in the outlet mall is also available)  
 Website <https://www.gotemba-hotelclad.jp/>  
 Reservation/inquiry 0550-81-0321 (Open from 10:00 to 19:00)



**[Facility outline: Konoha no Yu]**

Konoha no Yu was opened on December 15, 2019 by Odakyu Group. It is a day-trip hot spring facility built next to HOTEL CLAD, offering a high-quality hot spring sourced from within the property, outdoor baths with a grand view of Mt. Fuji, 19 reservable private baths and a modern Japanese restaurant. Hotel guests have free access to the hot spring, where they can spend some luxurious time while enjoying a magnificent view.

Location 2839-1, Fukasawa, Gotemba-shi, Shizuoka 412-0023  
 Parking capacity Approx. 320 vehicles (Shared with HOTEL CLAD guests)  
 10:30-23:00 (Reception closes at 22:00.)  
 Hours of operation \*Open hours vary for hotel guests and  
 the restaurant's business hours are different.  
 Website <https://www.gotemba-konohananoju.jp/>  
 Customer inquiry 0550-81-0330



**[Mitsubishi Estate-Simon Co., Ltd.]**

We, at Mitsubishi Estate-Simon Co., Ltd., a joint venture between Mitsubishi Estate Co., Ltd. and Simon Property Group, Inc., develop, own, and operate outlet malls in Japan as our main business. We currently operate Premium Outlet Centers at nine locations in Japan. We will continue to promote new ways of enjoying outlet malls beyond mere luxurious shopping. With the scheduled opening of glamping facilities at the completion of the fifth-phase expansion (summer 2020) in Rinku Premium Outlets (Osaka Prefecture), which has also entered its 20<sup>th</sup> year, we will further increase value of Premium Outlets.

Premium Outlets are also operated in the US, including Woodbury Common Premium Outlets in the suburbs of New York, Desert Hills Premium Outlets in the suburbs of Los Angeles and Waialeale Premium Outlets in Honolulu, Hawaii, and other countries including South Korea, Canada, Mexico, Puerto Rico and Malaysia.

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

Images used in this material are available for download from the following link. (Released at 2PM, January 15, 2020)

<https://www.premiumoutlets.co.jp/pressroom/gotemba4.html>