



UNITED ARROWS LTD.

The UNITED ARROWS Group has positioned efforts to create globally recognizable and accepted values that set new standards of Japanese lifestyle as its overarching Company Policy. Our goal is to become a corporate brand that is capable of excelling on the world stage and enduring for over a century by creating and providing value to our customers through fashion.

Based on this Company Policy, we will continue to hone our service, products, and store environments, the three key sources of satisfaction for customers, while taking up the challenge of maximizing customer satisfaction.

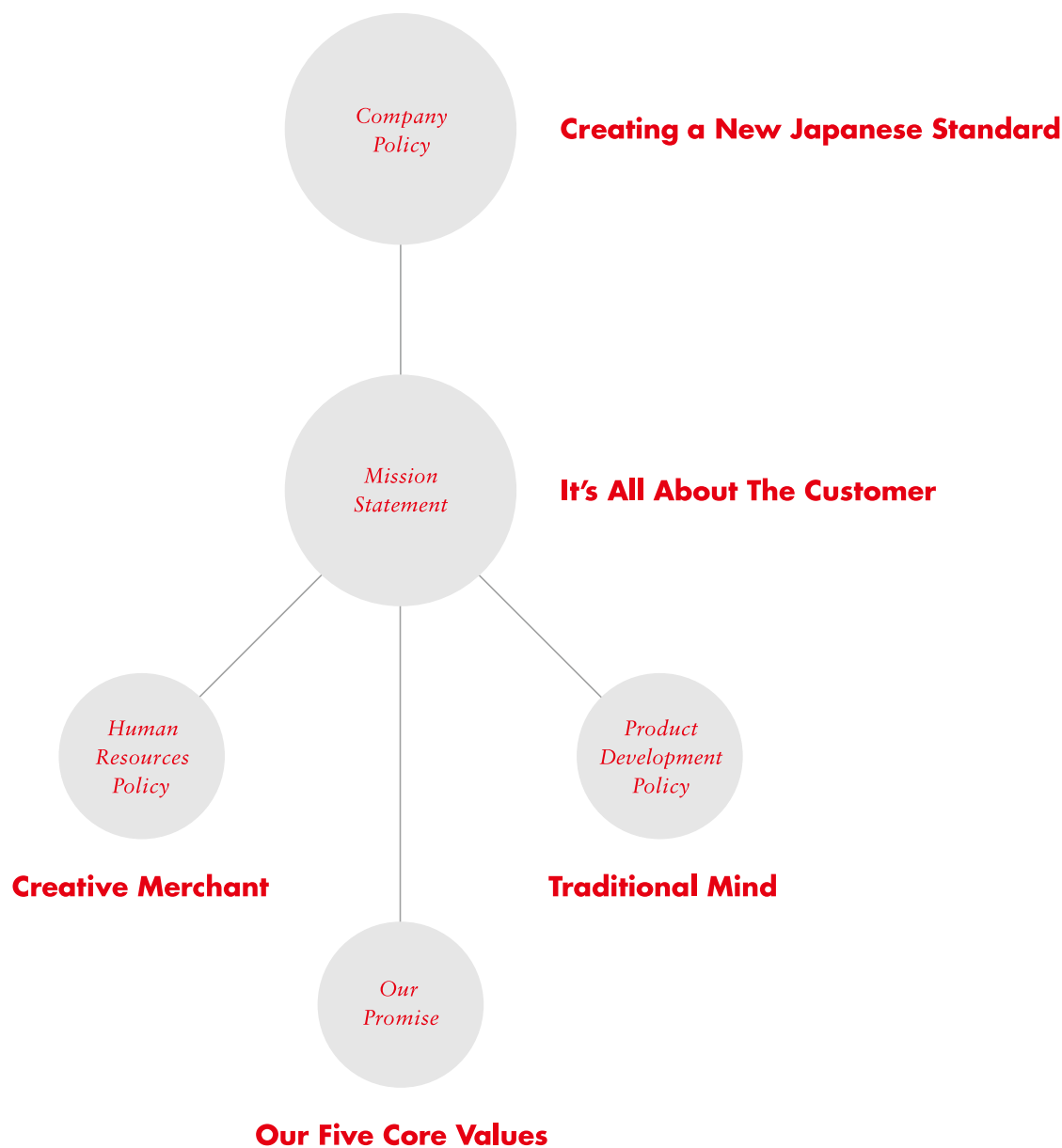
**UNITED ARROWS ROPPONGI HILLS**  
Embodying its next-generation spirit that has attracted the patronage of loyal customers for over a quarter of a century since the Company's foundation, ROPPONGI HILLS store is the UNITED ARROWS' flagship store. As a location where people from diverse cultures and with a wide range of values and lifestyles congregate, ROPPONGI HILLS store is a starting point from which we will create new lifestyle value and expand our brand value to the rest of the world. As we work toward becoming a century-old company, we will continue to evolve every facet of our operation from our service through our products to our store environments.



Sources of Sustainable Value Creation

Policy Structure

UNITED ARROWS LTD.'s Company Policy provides the vision and purpose of its everyday activities. Its Policy Structure, in turn, outlines the elements required to realize this policy. As the path to which we consistently aspire, our Company Policy embodies the unwavering values that we have held since our foundation.



→ P38 Our Promise—Our Five Core Values