[Company Guide]

Brand Recycling – a bridge that connects smiles

BRAND OFF
TOKYO

www.brandoff.co.jp
BRAND OFF values its customers' relationships. Our principle lies in communicating our thoughts in our "products."

CEO Message

Since its founding in April 1993, BRAND OFF has been expanding its business buying and selling mainly overseas branded goods, with the aim of becoming the largest player in Japan in terms of revenue and purchase. Recently, we have also ventured overseas in response to requests to set up shops mainly in Asia. Our entire staff stands united in our efforts to become a company well-loved by the local people and all our customers.

Tsutomu Yasuyama,
Representative Director

Introduction to Ginza Main Store

Ginza 4-chome has the highest land price in Japan. The Ginza Main Store of BRAND OFF is located among many top-end brand shops there. Since its opening, it has become a popular destination for people from not only Tokyo but all around the world who come looking for a good deal. In addition, it has been featured in many mass media and has become a hot spot that one cannot afford to miss when visiting Ginza.

BRAND OFF Ginza Main Store B1F

6F, 7F

B1F, B2F

The Ginza Main Store located at the Ginza 4-chome Intersection (in front of Mitsukoshi) was opened in Jul 2006. The 6th and 7th floors were added in Sep 2008. (San-ai Dream Center 6-7F, Basement 1-2F)

Featured on numerous TV programs.
BRAND OFF LIMITED Hong Kong

Rapid growth in mainly Hong Kong Central, the hub of the economy and finance.

Hong Kong Central is the center of Hong Kong’s economy and finance where the world’s top corporations gather. The BRAND OFF Central store is located at a place lined with skyscrapers and luxury brand shops. Since its opening, it has been featured in numerous media, and has become a popular store for customers from around the world looking for genuine goods. Currently, we have fifteen stores in Hong Kong, with continuing rapid growth especially in the Central store.

Hong Kong, 15 stores

*Current as of Jun 2015

Branding Limited Main Distribution Center

Recruiting FC stores!

Become a business partner of BRAND OFF, Japan’s largest brand recycling shop! Are you looking to improve your own store? Would you like to open one? Are you unsatisfied with your current store? If yes, submit a proposal on your plans and we will support you all the way, from store start-up to post-opening operations.

Wholesale operations started.

With the largest inventory in Japan, and valuers capable of providing proper appraisal, BRAND OFF has started wholesale distribution of products that our business partners need, from standard recycled products to new products and launches. Allow us to lend you a helping hand in building your shop and creating a win-win relationship.

Brand auction with 1000 participating companies from around the world!!

BRAND OFF is the main organizer for the JBA Hong Kong Brand Auction. About 2000 items, including branded watches and jewelry, are transacted for each auction in Hong Kong.

BRAND OFF Limited Taiwan R.O.C.

Extensive product line-up and assured quality that is highly regarded around the world.

The No. 1 and 2 stores are located among rows of luxury stores in an area known as "Taiwan's Ginza". The competition there is intense with many brand recycling shops lined up next to one another in the area. Since its opening, BRAND OFF has become a popular and well-trusted store among many locals with its overwhelming product strength and absolute emphasis on quality.

Taiwan, 7 stores

VIP Hall Store  Zhongxiao Fuxing Store  Beyond Plaza store  LEECO Nei Hu Store

LEECO Taizhoug store  Lutheran Store  Taizhoug Store

Taiwan, Zhongxiao Fuxing Main Distribution Center

Recruiting FC stores!

Become a business partner of BRAND OFF, Japan's largest brand recycling shop! Are you looking to improve your own store? Would you like to open one? Are you unsatisfied with your current store? If yes, submit a proposal on your plans and we will support you all the way, from store start-up to post-opening operations.

Wholesale operations started.

With the largest inventory in Japan, and retailers capable of providing proper appraisal, BRAND OFF has started wholesale distribution of products that our business partners need, from standard recycled products to new products and launches. Allow us to lend you a helping hand in building your shop and creating a win-win relationship.

Check with Zhongxiao Fuxing Main Distribution Center for details.
Global expansion based on reliability and track record

[Kinki Area]
Shinsaibashisuji Store
Shinsaibashi Store
Brand Bank Shinsaibashi Store
ANGELA VAGUE Shinsaibashi Store
Namba Store
Aeon Mall Tsurumi Ryokuchi Store
Aeon Mall Sakai Kitahanada Store
Al Plaza Takatsuki Store
Shijo Kawaramachi Store
Aeon Mall Kyoto Gojo Store
Aeon Mall Kashihara Store
Kobe Motomachi Store
Kobe Sannomiya Store
Amagasaki Q's Mall Store

[Kyushu Area]
Hakata Store
Aeon Mall Kumamoto Store

[Hokuriku Area]
Kanazawa Main Store
Aptia Matto Store
Abio City Kaga Store
Aptia Tomiyama Higashi Store
Aptia Fukui Owada Store
Aptia Nigata Kameda Store

[Hokkaido Area]
Shin-Sapporo Sunplaza Store

[Kanto Area]
Ginza Main Store / Ginza 2cho-me store
LABI Shimibashi store
Shinjuku Kabukicho Store
Shinjuku Higashiguchi Store
LABI Shinjuku Higashiguchi Store
Shinjuku Nishiguchi Store
Shibuya Dogenzaka Store
Ueno Store / Ikebukuro Store
Aeon Mall Kitatoda Store

[Chugoku Area]
Aeon Mall Tottori Kita Store
Aeon Mall Hiezu Store

[Tokai Area]
Nagoya Osu Store / Aptia Kariya Store / Galleria Apita Chiryo Store
Meglia Toyoda Store / Aptia Anjo Minami Store

Market for Industry Professionals  Japan Brand Auction

JBA Japan Brand Auction

People gather because goods gather; Goods gather because people gather.

BRAND OFF organizes Japan Brand Auctions in Kanazawa, Ishikawa and Ginza, Tokyo. This is a market run by Brandoff, and we are a company that has stores all over the world.

http://www.brandauction.jp/
Japan Brand Auction

Once/Month
7th (jewelry), 8th (watches, bags), 9th (bags) Ishikawa, Kanazawa Auction

Twice/Month
11th (watches, jewelry), 12th (bags) Tokyo Ginza Auction

22nd (bags), 23rd (watches, jewelry) Tokyo Ginza Auction

Every Thursday from 10:30AM — Real-life Internet Auction held!!

Media sensation! With active industry-wide participation, Japan Brand Auction has been featured on many TV programs.
Company Profile

**Company Name:** Brand Off Co., Ltd.
**Representative:** Tsutomu Yasuyama
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**http://www.brandoff.co.jp/**

**BRAND OFF LIMITED (Hong Kong)**
Shop B, 1/F Star House, 3 Salisbury Road, TST, Kowloon, Hong Kong
**TEL:** 852-2891-8893 **FAX:** 852-2891-8894
**http://www.brandoffhk.com/**

**BRAND OFF LIMITED (Taiwan R.O.C.)**
7F, No. 1 Sec. 4, Zhongxiao East Road, Daan District, Taipei City
**unified code 24454327** **TEL:** 886-2-2778-7007 **FAX:** 886-2-2778-7017
**http://www.brandoff.tw/**

**Businesses**
- Retail, purchase and wholesale of overseas branded bags, watches, jewelry, precious metals and fashion
- E-commerce businesses related to the products on the left
- Auction businesses related to the products on the left

**Timeline**

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1993 Apr.</td>
<td>New branded goods shop Merci Kaga Store opened (Kaga-shi, Ishikawa)</td>
</tr>
<tr>
<td>1997 Jan.</td>
<td>First brand recycling shop, the Kanazawa Main Store, opened in Merci Kanazawa Store</td>
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<tr>
<td>2000 Sept.</td>
<td>BRAND OFF Co., Ltd. established</td>
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<td>2000 Dec.</td>
<td>Internet business division set up</td>
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<tr>
<td>2002 Jan.</td>
<td>Affiliate of Association Against Counterfeit Product Distribution</td>
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<tr>
<td>2003 Apr.</td>
<td>Franchise business division set up</td>
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<tr>
<td>2003 Nov.</td>
<td>Capital increased to 10 million yen</td>
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<tr>
<td>2003 Jul.</td>
<td>Capital increased to 20 million yen</td>
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<tr>
<td>2003 Sept.</td>
<td>Flagship store opened in Ginza, Tokyo</td>
</tr>
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<td>2006 Mar.</td>
<td>Aeon Mall Kyobo Store opened</td>
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<td>2006 Jun.</td>
<td>Ginza Main Store opened at Ginza 4-chome Intersection</td>
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<tr>
<td>2007 Feb.</td>
<td>Aeon Mall Sakai Kitahara Store opened</td>
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<tr>
<td>2007 Oct.</td>
<td>Aeon Mall Kitatoko Store opened</td>
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<tr>
<td>2009 Feb.</td>
<td>Aeon Mall Takatsu Store opened</td>
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<tr>
<td>2010 Mar.</td>
<td>Aeon Mall Takatsu Store opened</td>
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<tr>
<td>2011 Feb.</td>
<td>Relocation of Tokyo office</td>
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<tr>
<td>2012 Mar.</td>
<td>Shijo Kawaramachi Store opened</td>
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<tr>
<td>2012 Apr.</td>
<td>Kobe Mctomachi Store opened</td>
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<tr>
<td>2013 Mar.</td>
<td>Shinjuku Kabuki-cho Store opened</td>
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<td>2013 Aug.</td>
<td>Hong Kong Yuen Long Plaza Store opened</td>
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<tr>
<td>2014 Feb.</td>
<td>Aipta Ngilgata Kamada Store opened</td>
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<tr>
<td>2014 Feb.</td>
<td>Aeon Mall Kitaiota Store relocated and opened</td>
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<tr>
<td>2015 Jan.</td>
<td>Namba Store opened</td>
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<tr>
<td>2015 May.</td>
<td>Shinsaibashi Store opened</td>
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<tr>
<td>2015 Apr.</td>
<td>LAI Shimbashi Store opened</td>
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<tr>
<td>2015 Jun.</td>
<td>May (Overseas) Taiwan Lutheran Store opened</td>
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<tr>
<td>2015 Aug.</td>
<td>AITAI Shop Yosionomori Store opened</td>
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<tr>
<td>2015 Oct.</td>
<td>AITAI Shop Yosionomori Store opened</td>
</tr>
<tr>
<td>2015 Nov.</td>
<td>AITAI Shop Yosionomori Store opened</td>
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<tr>
<td>2015 Nov.</td>
<td>WTC Hong Kong Store opened</td>
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<tr>
<td>2015 Dec.</td>
<td>Capital and business tie-up with Hard Off Corporation</td>
</tr>
</tbody>
</table>

**BRAND OFF Revenue Trends**

(1 million yen/year)

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
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</thead>
<tbody>
<tr>
<td>2002</td>
<td>18,000</td>
</tr>
<tr>
<td>2003</td>
<td>17,000</td>
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<tr>
<td>2004</td>
<td>16,000</td>
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<td>2005</td>
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<td>2013</td>
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<tr>
<td>2014</td>
<td>6,000</td>
</tr>
<tr>
<td>2015</td>
<td>5,000</td>
</tr>
</tbody>
</table>
BRAND OFF Purchasing System

Building a high value purchasing system using professional valuers and a unique program.

BRAND OFF has built a unique purchasing system based on its long years of experience and track record. Professional valuers follow the rules in this manual to determine authenticity and purchase the goods at appropriate prices.

From purchase to being listed for sale

- Normal recycling shops stop at this point.
- Our BRAND OFF valuers may be polite but they sure have a keen eye.

Association Against Counterfeit Product Distribution

An affiliate of the Association Against Counterfeit Product Distribution, BRAND OFF is committed to eliminating counterfeit products.

BRAND OFF's differentiation

After purchase, further checks are conducted in accordance with the rules of the Association Against Counterfeit Product Distribution.

- Inspection: These cannot be sold with assurance to customers. Suspect goods cannot be sold.
- Repair: Proper repair is carried out. Your bag and jewelry will be restored into something valuable.

The products that you bring to us are carefully inspected and repaired before being put on sale. We are therefore able to provide products in good condition at reasonable prices.

Overseas Buyer

With dedicated buyers stationed permanently overseas, we can also bring in goods that are not yet available in Japan when required.

While people may think that recycled goods are mainly old designs, BRAND OFF deals in many recycled new items as well. This is because some people come to us to sell new items that have just been launched. Despite being a new item, people like the fact that it can be bought at a low price because it is recycled. Besides recycled items, we carry many new goods as well, constantly shipping in new items and limited edition goods not yet available in Japan which have been selected by our professional buyers overseas. You can rest assured of the quality and design in all our products.

Overseas Stores

[Images of overseas stores in Hong Kong, Taiwan, and beyond]

BRAND OFF is well trusted in Japan and around the world with many stores being opened one after another in Asia.

With our ability to determine authenticity and extensive network of stores in Japan, BRAND OFF boasts a high level of trust among its customers. We opened our first overseas store in Hong Kong in 2008 after receiving numerous requests to open stores overseas. Subsequently, three stores were opened in Hong Kong within a year which won the warm support of the local people. In 2009, we ventured into Taiwan with our first store, followed by the second and third ones in 2010. Going forward, we will accelerate our overseas expansion with the aim of spreading the business philosophy of BRAND OFF all around the world.

Online Shopping

At BRAND OFF, we have also been putting efforts into building online shopping stores on the Internet. We hope that even more customers will be able to use our services together with our brick and mortar stores.

[Images of BRAND OFF shopping mall, Wrist watch specialty store BRAND WATCH, Hermes specialty store Hermes Hall, Rakuten Ichiba, Yahoo! Auction]
BRAND OFF from Ginza!
Now becoming talk of the town overseas