

# [Company Guide]



Brand Recycling – a bridge that connects smiles

**BRAND OFF**  
T O K Y O

[www.brandoff.co.jp](http://www.brandoff.co.jp)

BRAND OFF values its customer relationships.  
 Our principle lies in communicating our thoughts in our "products"

CEO Message



Tsutomu Yasuyama,  
 Representative Director

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.

Introduction to Ginza Main Store



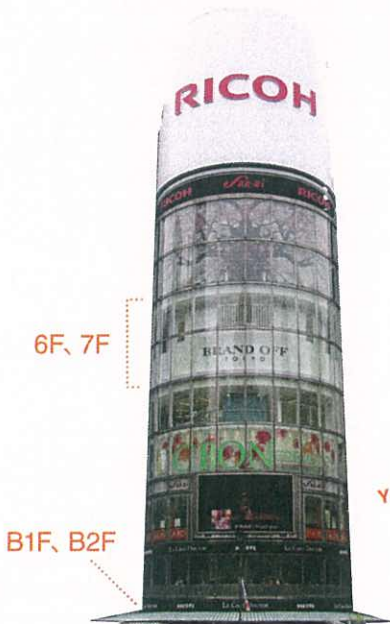
Ginza 4-chome has the highest land price in Japan. The Ginza Main Store of BRAND OFF is located among many top-end brand shops there. Since its opening, it has become a popular destination for people from not only Tokyo but all around the world who come looking for a good deal. In addition, it has been 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



Featured on numerous TV programs.



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)



# 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.

JAPAN

HONGKONG

TAIWAN

Hong Kong, 15 stores



Tsim Sha Tsui Star House Store



Tsim Sha Tsui Store



Tsim Sha Tsui Cameron Road Store



Hong Kong Ginza Jewelry Star House Shop



Central Store



Causeway Bay WTC Store



Taikoo Shing City Plaza Store



New Territories Sheung Shui Store



East Point City Store



Tuen Mun V City Store



AEON Whampoa Store



Yuen Long Plaza Store



Mikiki Store



BRAND OFF Outlet Store



Olympian City Store

## Brand Off Limited Main Distribution Center



BRAND OFF Search

Shop B, 1/F Star House, 3 Salisbury Road, Tsim Sha Tsui, Kowloon

TEL.852-2375-3772



## Recruiting FC stores!

Check with BRAND OFF Limited Main Distribution Center for details.

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.

Check with BRAND OFF Limited Main Distribution Center for details.

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.

■ Held once a month (watch, jewelry, bag auctions)  
<http://www.brandoff.com.hk/auction/index.html>



# 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



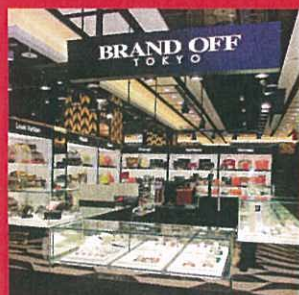
Zhongxiao Fuxing Store



Beyond Plaza store



LEECO Nei Hu Store



LEECO Taizhoug store



Lutheran Store



Taizhoug Store

## Taiwan, Zhongxiao Fuxing Main Distribution Center



**BRAND OFF** Search  
 7F, No. 1 Sec. 4, Zhongxiao East Road, Daan District, Taipei  
**TEL.886-2-8773-5150**



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## Global expansion based on reliability and track record

### [Kinki Area]

Shinsaibashisuji Store  
 Shinsaibashi Store  
 Brand Bank Shinsaibashi Store  
 ANGELA VAGUE shinsaibashi Store  
 Namba Stoer  
 Aeon Mall Tsurumi Ryokuchi Store  
 Aeon Mall Sakai Kitahanada Store  
 AI 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

### [Hokuriku Area]

Kanazawa Main Store  
 Apita Matto Store  
 Abio City Kaga Store  
 Apita Tomiyama Higashi Store  
 Apita Fukui Owada Store  
 Apita Niigata Kameda Store

### [Hokkaido Area]

Shin-Sapporo Sunpiazzza Store

### [Kanto Area]

Ginza Main Store / Ginza 2cho-me store  
 LABI Shimbashi store  
 Shinjuku Kabukicho Store  
 Shinjuku Higashiguchi Store  
 LABI Shinjuku Higashiguchi Store  
 Shinjuku Nishiguchi Store  
 Shibuyadogenzaka Store  
 Ueno Store / Ikebukuro Store  
 Aeon Mall Kitatoda Store

### [Chugoku Area]

Aeon Mall Tottori Kita Store  
 Aeon Mall Hiezu Store

### [Kyushu Area]

Hakata Store  
 Aeon Mall Kumamoto Store

### [Tokai Area]

Nagoya Osu Store / Apita Kariya Store / Galleria Apita Chiryō Store  
 Meglia Toyoda Store / Apita Anjo Minami Store



Kanazawa Head Office



Ginza Main Store



Shinjuku Kabukicho Store



Shinsaibashi Store



Hakata Store

## Market for Industry Professionals Japan Brand Auction

### JBA Japan Brand Auction

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 7<sup>th</sup> (jewelry), 8<sup>th</sup> (watches, bags), 9<sup>th</sup> (bags) Ishikawa, Kanazawa Auction

Saiwaimachi 23-1, Kanazawa-shi, Ishikawa  
 BRAND OFF Saiwaimachi Building 2F Auction Hall

Twice/Month Auction on the 11<sup>th</sup> 11<sup>th</sup> (watches, jewelry), 12<sup>th</sup> (bags)  
 Auction on the 22<sup>nd</sup> 22<sup>nd</sup> (bags), 23<sup>rd</sup> (watches, jewelry)

Tokyo Ginza Auction

Ginza 6-16-12, Chuo-ku, Tokyo  
 Marutaka Building 9F Auction Hall

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

<b>Company Name</b>	Brand Off Co., Ltd.	<b>Founding</b>	April 1993
<b>Representative</b>	Tsutomu Yasuyama	<b>Capital</b>	372.57 million yen
<b>Head Office Address</b>	Shinkanda 2-5-17, Kanazawa-shi, Ishikawa 921-8013 TEL: 076-292-0402 FAX: 076-292-0403 http://www.brandoff.co.jp/	<b>Number of Stores</b>	63 stores (37 directly-operated stores, 4 FC stores, 22 overseas stores)
		<b>Number of Employees</b>	300 (including part-timer employees)
		<b>Transacting Banks</b>	Mitsui-Sumitomo Bank, Mitsubishi Tokyo UFJ Bank, Mizuho Bank, Shoko Chukin Bank, Hokuriku Bank, Hokkoku Bank, Fukui Bank

### 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.brandoff.com.hk/

### BRAND OFF LIMITED (Taiwan R.O.C.) 名流國際名品股份有限公司

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

1993	Apr.	New branded goods shop Merci Kaga Store opened (Kaga-shi, Ishikawa)	2012	Mar.	Shijo Kawaramachi Store opened
1997	Jan.	First brand recycling shop, the Kanazawa Main Store, opened in Merci Kanazawa Store	Apr.	Kobe Motomachi Store opened	
2000	Sept.	BRAND OFF Co., Ltd. established	Jun.	[Overseas] Hong Kong Causeway Bay Store opened	
	Dec.	Internet business division set up	Jun.	[Overseas] Hong Kong Tsim Sha Tsui Star House Store opened	
2002	Jan.	Affiliate of Association Against Counterfeit Product Distribution	Nov.	[Overseas] Taiwan LEECO Nei Hu store opened	
	Apr.	Change in status from a private limited to a stock company	2013	Mar.	Shinjuku Kabukicho Store opened
	Apr.	Franchise business division set up	Mar.	Shinjuku Higashiguchi Store opened	
	Nov.	Capital increased to 10 million yen	Apr.	[Overseas] Hong Kong Yuen Long Plaza Store opened	
2003	Jul.	Capital increased to 20 million yen	May.	Shinjuku Nishiguchi Store opened	
	Sept.	Flagship store opened in Ginza, Tokyo	Aug.	[Overseas] Hong Kong Tuen Mun V City Store opened	
	Dec.	Merged with and acquired new branded goods stores Merci and Credit	Sept.	[Overseas] Hong Kong HKIA Auction started	
	Dec.	Capital increased to 46 million yen	Oct.	[Overseas] Taiwan Beyond Plaza Store opened	
2005	Aug.	Capital increased to 58.575 million yen	Nov.	[Overseas] Hong Kong East Point City Store opened	
	Sept.	First Kyushu store opened in Hakata	Dec.	Kobe Sannomiya Store opened	
	Oct.	Aeon Mall Kumamoto Store opened	Dec.	[Overseas] Hong Kong Tsim Sha Tsui Cameron Road Store opened	
2006	Mar.	Aeon Mall Kyoto Store opened	2014	Feb.	Apita Niigata Kameda Store opened
	Jun.	Ginza Main Store opened at Ginza 4-chome Intersection	Feb.	Aeon Mall Kitatoda Store relocated and opened	
	Jul.	Capital increased to 122.073 million yen	Feb.	[Overseas] Hong Kong Tsim Sha Tsui Second Store opened	
	Aug.	Capital increased to 372.573 million yen	Mar.	[Overseas] Hong Kong Hong Kong Ginza Jewelry Star House Store opened	
	Sept.	Apita Anjo Minami Store opened	May.	Ginza 2cho-me Store opened	
	Nov.	Aeon Mall Leafa Tsurumi Ryokuchi Store opened	Jul.	[Overseas] Hong Kong Mikiki Store opened	
2007	Feb.	Aeon Mall Sakai Kitahanada Store opened	Sept.	[Overseas] Taiwan LEECO Taizhou Store opened	
	Mar.	Aeon Mall Kitatoda Store opened	Sept.	[Overseas] Hong Kong J&B OUTLET Store opened	
	Oct.	Aeon Tottori Kita Store opened	Sept.	Shibuyadogenzaka Store opened	
2008	Mar.	Shin-Sapporo Store opened	Sept.	[Overseas] Hong Kong Olympian City Store opened	
	Apr.	BRAND OFF 7 (pawnshop) started	2015	Jan.	Namba Stoer opened
	Jun.	JBA Real-Life Auction started	Mar.	Shinsaibashisuji Store opened	
	Jun.	[Overseas] BRAND OFF LIMITED (Hong Kong) established	Apr.	LABI Shimbashi Store opened	
	Jun.	[Overseas] Apita Hong Kong Store opened	May.	[Overseas] Taiwan Lutheran Store opened	
	Oct.	Aeon Mall Hiezu Store opened	Jun.	ANGELA VAGUE shinsaibashi Store opened	
	Nov.	Aeon Mall Kashiara Store opened	Aug.	LABI Shinjuku Higashiguchi Store opened	
	Nov.	[Overseas] WTC Hong Kong Store opened	Sept.	Hakata Store opened	
2009	Feb.	Aeon Mall Takatsuki Store opened	Sept.	Aeon Mall Kashiara Store renewal opened	
	Apr.	Al Plaza Takatsuki Store opened	Sept.	[Overseas] Taiwan Taizhou Store opened	
	Jul.	[Overseas] Apita Hong Kong Store relocated to City Plaza			
	Jul.	[Overseas] Hong Kong Tsim Sha Tsui Store opened			
	Aug.	[Overseas] BRAND OFF LIMITED (Taiwan) established			
	Sep.	[Overseas] Zhongxiao Fuxing Store opened			
	Oct.	Amagasaki Q's Mall Store opened			
	Dec.	Capital and business tie-up with Hard Off Corporation			
2010	Mar.	[Overseas] Taiwan VIP Hall Store opened			
	Jul.	[Overseas] Hong Kong New Territories Sheung Shui Store opened			
2011	Feb.	Relocation of Tokyo office			
	Feb.	Start of JBA Auctions in Ginza, Tokyo			
	Mar.	Shinsaibashi Store opened			
	Mar.	Brand Bank Shinsaibashi Store opened			
	Apr.	[Overseas] Hong Kong AEON Whampoa Store opened			
	Jun.	[Overseas] Hong Kong Central Store opened			
	Nov.	[Overseas] Taiwan Zhongshan Road North Store opened			

### BRAND OFF Revenue Trends



## 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



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



**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

[Hong Kong]



Tsim Sha Tsui Store



Causeway Bay WTC Store



Central Store

[Taiwan]



Zhongxiao Fuxing No. 2 Store



Zhongxiao Fuxing No. 1 Store



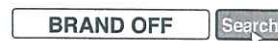
Beyond Plaza store

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.



**BRAND OFF shopping mall**  
Japan's largest online shopping mall for recycled branded goods with a selection of more than 10,000 items available at any time.



**Wrist watch specialty store BRAND WATCH**  
A specialist mall with a rich selection of antique and new branded wrist watches such as ROLEX.



**Hermes specialty store Hermes Hall**  
A specialist mall dealing in HERMES products. Popular for its rich selection of authentic new, recycled, and rare HERMES goods.



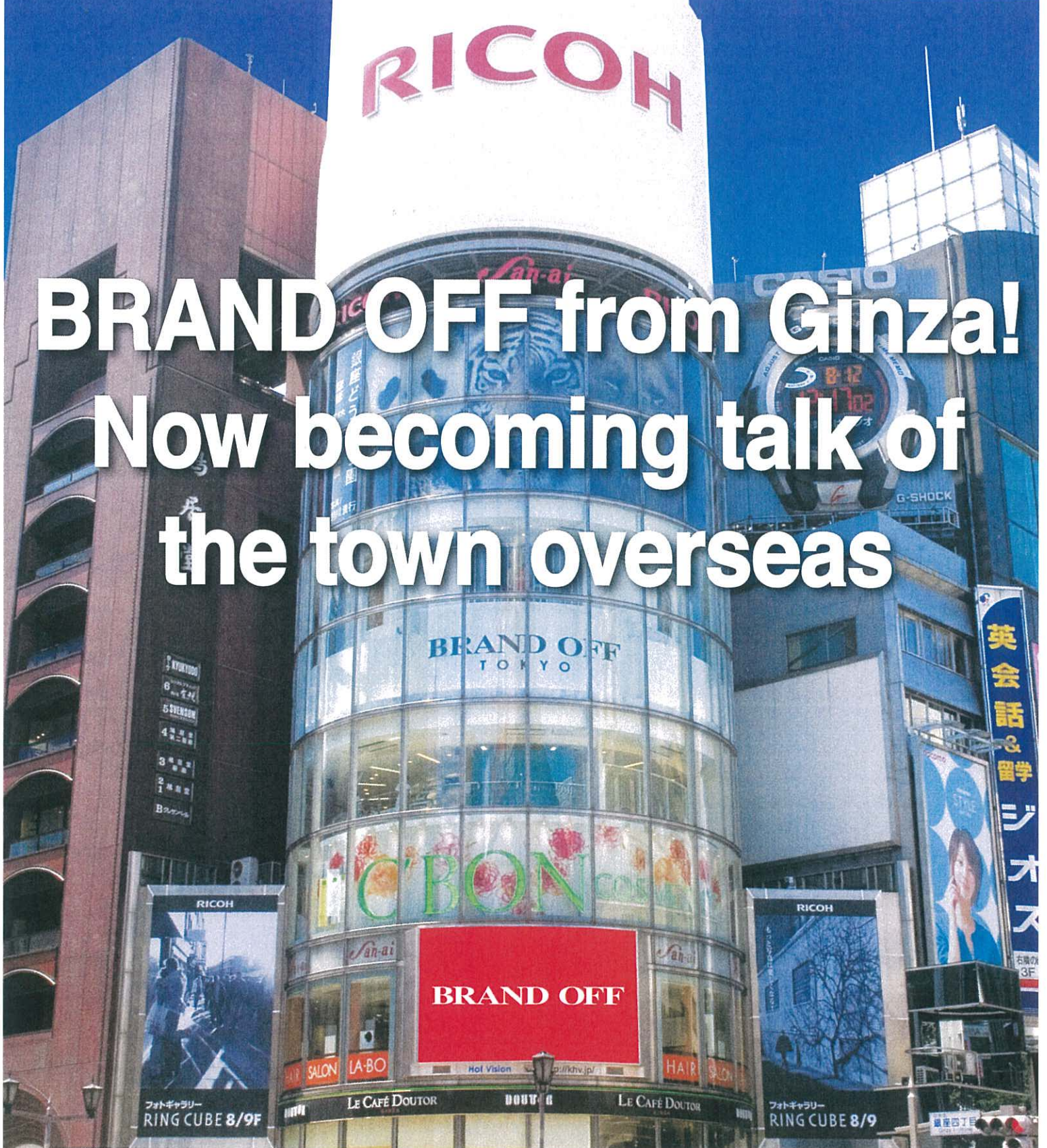
**Rakuten Ichiba**  
Four stores for new, recycled, HERMES and Louis Vuitton goods have been opened on Rakuten Ichiba.



**Yahoo! Auction**  
An auction site where rare and valuable items can sometimes be seen. This site boasts a record of not selling any fakes or counterfeit products.

RICOH

# BRAND OFF from Ginza! Now becoming talk of the town overseas



## BRAND OFF T O K Y O

[www.brandoff.co.jp](http://www.brandoff.co.jp)

### Tokyo Head Office

Marutaka Building 9F, Ginza 6-16-12, Chuo-ku, Tokyo 104-0061  
TEL: (03)3545-3439 FAX: (03)5148-1018

### Kanazawa Head Office Management Division

Shinkanda 2-5-17, Kanazawa-shi, Ishikawa 921-8013  
TEL: (076)292-0402 FAX: (076)292-0403

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TEL: 886-2-2778-7007 FAX: 886-2-2778-7017



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