

March 2, 2015

Sojitz Corporation
Sojitz General Merchandise Corporation

Sojitz General Merchandise Launches Admiral Brand in South Korea and Hong Kong

Launch Marks the Start of Full-Scale Development in East Asian Markets

Sojitz General Merchandise Corporation (Sojitz GMC) will introduce Admiral, an English brand launched from Japan, to casual fashion markets in South Korea and Hong Kong with its 2015 spring/summer line. The launch is a part of Sojitz GMC's expansion of the Admiral brand throughout East Asia.



In South Korea, Sojitz GMC will begin selling the Admiral line at specialty shops, including SneakSoul, a shoe and bag specialty store run by its business partner. Sojitz GMC plans to develop additional sales channels in the future as well as expand product lines to include bags and other products starting in 2016.

In Hong Kong, Sojitz GMC will sell Admiral products at CATALOG, a shoe specialty store, and other selected specialty shops. Sojitz GMC also plans to generate brand publicity through pop-up stores.*

* A temporary retail venue such as a small, special purpose booth or shop directly

operated by a brand with a larger store.

Sojitz GMC acquired trademark rights to Admiral for casual shoes in the Japanese market in 2006, and later acquired trademark rights to Admiral for casual shoes, bags, apparel, and other products in five regions in East Asia (South Korea, Hong Kong, China, Macao, and Taiwan) in 2014. Sojitz GMC is currently accelerating brand development in these regions. It is an optimal time for expansion with the Admiral brand becoming increasingly popular in Japan, and Japanese fashion trends garnering attention around Asia. Sojitz GMC has gained brand expertise in Japan, and will apply this know-how to increase brand recognition throughout East Asia. Sojitz GMC has set a short-term target of reaching 5 billion yen in sales in East Asia (including Japan), and will work to enhance brand value.

【About the Admiral brand】

Admiral was established in 1914 as a supplier of uniforms for the British Navy and has become an international brand sold in more than 40 countries around the world, including Japan. The Admiral name derives from its maritime origins, and the brand logo is based on an admiral's sleeve insignia. In the 1970s and 1980s, Admiral was renowned for its high-quality fabrics and innovative designs which integrate sports and fashion, and also supplied uniforms to Manchester United along with a number of other major professional football clubs. Admiral also sponsored the England national football team and remains recognized as a high-class brand.

【Sojitz General Merchandise Corporation Company Profile】

Head office	4th floor, Akasaka Oji Building, 1-22 Akasaka 8-chome, Minato-ku, Tokyo, Japan
Established	October 1967
Shareholder	Sojitz Corporation (100.00%)
Capitalization	450 million yen
Turnover	7.8 billion yen (fiscal year ended March 2014)
Main Businesses	Planning, development, import and wholesale of footwear, general merchandise, apparel, and other products Planning, production management and sales of uniforms and

	bedding products
End of fiscal year	March
No. of employees	59 (as of end of June 2014)
URL	http://www.sojitz-gmc.com/en/index.shtml