

January 5, 2022

Culture Convenience Club Co., Ltd.

Sojitz Corporation

Tsutaya Books to Open in Pavilion Bukit Jalil in First Half of 2022
CCC and Sojitz Establish Joint Venture to Expand Tsutaya Franchise to Malaysia
– Providing Curated Lifestyle Inspiration and Cultivating Culture through
a New Type of Bookstore –

Culture Convenience Club Co., Ltd. (“CCC”), which operates Tsutaya Books in Japan and the Tsutaya Bookstore (“TBS”) franchise chain, and Sojitz Corporation (“Sojitz”) have established a joint venture company to expand the Tsutaya franchise to Malaysia. This joint venture will establish a new type of bookstore in Malaysia with the aim of providing curated lifestyle inspiration and cultivating culture.



CCC and Sojitz have concluded a franchise agreement with the local franchise partner in Malaysia to open BUKIT JALIL TSUTAYA BOOKS in the first half of 2022 in Pavilion Bukit Jalil, which opened its doors in December 2021. BUKIT JALIL TSUTAYA BOOKS will be the first Tsutaya Books location to open in an ASEAN country and the first under this joint venture.

■ Concept of BUKIT JALIL TSUTAYA BOOKS

“Cultivate Lifestyle & Culture”

BUKIT JALIL TSUTAYA BOOKS is a large-scale bookstore complex that is based on the concept “Cultivate Lifestyle & Culture,” offering curated lifestyle inspiration. As a lifestyle bookstore and café in Malaysia, BUKIT JALIL TSUTAYA BOOKS aims to become a space that inspires customers. As part of the bookstore’s concept, the word “cultivate” refers to developing one’s own character and establishing personal customs, as well as fostering relationships. In order to do so, BUKIT JALIL TSUTAYA BOOKS will provide visitors with a relaxing communal space to gather within the local community.

■ Background

Malaysia has the third largest per capita GDP in the ASEAN region, with growth projected at 5.5% to 6.5% in 2022– according to Ministry of Finance in Malaysia. Malaysia has a population of over 32.7 million in 2021, and the consumption power of Malaysian shoppers is increasing in line with the growth of the national household income average. CCC and Sojitz decided to expand to Malaysia based on the country’s projected growth for the future and the population’s strong interest in lifestyle and culture.

■ Bukit Jalil Location

Tsutaya Books will open in Bukit Jalil, which is located in the southern part of Greater Kuala Lumpur. The location is highly accessible with highways and trains for transport to the city center and airport. Bukit Jalil’s population is rising as the area becomes an increasingly popular residential and commercial neighborhood. The area is also in close proximity to universities and other educational institutions and is surrounded by the greenery of parks. In terms of neighborhoods in Japan, the area is comparable to Futako Tamagawa. Store design and product planning is in process for BUKIT JALIL TSUTAYA BOOKS, whose main target will be new families in the 20-40 age group.



■Store Opening in Pavilion Bukit Jalil Shopping Center

The location of the store will be in Pavilion Bukit Jalil shopping center, which is managed by major mall operator, Kuala Lumpur Pavilion Sdn Bhd. (“KLPSB”).

KLPSB is the retail planner and manager of Pavilion Kuala Lumpur, an award-winning, world-class mixed-use urban development located in the heart of Bukit Bintang, the shopping paradise of Malaysia – with net lettable area of approximately 150,000 m², able to house over 700 tenants at capacity and records over 30 million visitors annually. Pavilion Bukit Jalil will be the second shopping mall to open under the Pavilion name and has opened its doors from 3 December 2021 with an estimated 167,225 m² of retail space, it will be the largest fully integrated regional lifestyle mall in the southern part of Greater Kuala Lumpur.

■Future Outlook

This joint venture will focus on the planning and management of BUKIT JALIL TSUTAYA BOOKS as the first Tsutaya location to open in Malaysia. While the joint venture’s main business will be opening Tsutaya Books and TBS store locations in Malaysia, it will also keep its sights set on future expansion into other ASEAN countries. By leveraging its unique expertise, this joint venture will develop shopping centers and plan renovations moving forward to raise the value of shopping centers in Malaysia.

■Business Position

[CCC]

CCC is working to expand its franchise overseas, and the company has already opened six TBS in Taiwan and three Tsutaya Books in China. Establishment of this joint venture is CCC’s first step in the process of opening stores in ASEAN countries.

[Sojitz]

Sojitz has over 20 years of experience in the development, renovation, and management of shopping centers in Japan. Sojitz is also working to expand its retail business in the ASEAN region, and the company developed and operates a Japanese restaurant floor

that opened in January 2018 in the Lot 10 shopping center in Malaysia's Kuala Lumpur. Leveraging its global network, Sojitz aims to further strengthen its shopping center business and other retail businesses through this new joint venture.

[About Pavilion Bukit Jalil]

Located in the heart of Bukit Jalil, Pavilion Bukit Jalil – The Icon of Connectivity is the largest lifestyle shopping destination set to transform the southern part of Greater Kuala Lumpur into the new cornerstone of metropolitan lifestyle and retail. With Net Lettable Area (NLA) of 167,225 m², Pavilion Bukit Jalil will offer a vibrant retail mix, gastronomical wonders, and innovative recreation, reinforcing its position as the lifestyle shopping destination connected to the best-in-class retail, dining and leisure.

[Overview of BUKIT JALIL TSUTAYA BOOKS]

- Store Location: Pavilion Bukit Jalil, No. 2, Persiaran Jalil 8, Bandar Bukit Jalil 57000 Kuala Lumpur
- Products and services: Books, stationary, magazines, art, cafes
- Store Area: Approx. 2,650 m²
- Opening Date: In First Half of 2022

[Overview of Company]

- Company Name : TSUTAYA BOOKS Malaysia Sdn.Bhd
- Company Address : Level 23, Menara IMC, No8, Jalan Sultan Ismail, 50250, Kuala Lumpur, Malaysia
- Managing Director : Hideyuki Uemoto

[Contact Information for Media]

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[Information for Pavilion Bukit Jalil]

- <https://www.pavilion-bukitjalil.com/>