

### **Shinjuku Main Store to be renovated**

Kinokuniya Company Limited (Chairman and President Masashi Takai) will be renovating its flagship store, Shinjuku Main Store, from 1 February 2018. While maintaining stock levels of 1.2 million publications, relocation of sections and the renovation will be implemented from the end of January 2018 as outlined below.

➤ Study guides and language learning books will be moved to the 7<sup>th</sup> floor  
Study guides and language learning books which are currently residing on the 8<sup>th</sup> floor will be combined with the Japanese language study aids and ELT books on the 7<sup>th</sup> floor to create a Language/Learning books section. The new section will support the study of both Japanese and international customers.

➤ The 7<sup>th</sup> floor's foreign language books section will be integrated with the 'Books on Japan' section on the 1<sup>st</sup> floor

Since the Tokyo Olympics and Paralympics will be held in 2020, it is expected that the number of international customers will increase further. Foreign language books and magazines will be moved to the 1<sup>st</sup> floor, where the tax-free counter is operating, so that international customers can easily find what they want to have and enjoy the tax-free shopping service in one place.

➤ The art and theatre books section will move from the 7<sup>th</sup> floor to the 4<sup>th</sup> floor

A sales space where customers can enjoy art and theatre books will be established on the 4<sup>th</sup> floor. Customers who visit Kinokuniya Hall can easily drop by this section.

➤ Film and music books will be moved from the 7<sup>th</sup> floor to the Adhoc Building's 2<sup>nd</sup> floor DVD and CD section

The Adhoc Building adjoining the Shinjuku Piccadilly Cinema will have a sales place where customers will be able to choose film and music books as well as DVDs and CDs.

➤ Japanese gifts and general merchandise that have been offered in the 'Books on Japan' section will be moved to the 'open space' facing Shinjuku Street on the 1<sup>st</sup> floor, creating a chance for more customers to discover these items.

➤ Book signings, author talk events and seminars, as well as various other events are held over 200 times a year in the events space on the 8<sup>th</sup> floor, which will now be moved to the 9<sup>th</sup> floor. Within the quieter atmosphere, it will continue to provide the experience that is possible to enjoy only in a brick-and-mortar bookstore.

Through this renovation, Shinjuku Main Store aims to enhance the convenience of shopping for all customers by strengthening cooperation between respective sections and tenants.

Kinokuniya will evolve Shinjuku Main Store, which is located in the place where the company was founded, as a base for culture, art and information, and endeavour to continue to be a leading bookshop chain which can always meet customers' diverse needs.

Furthermore, Disk Union Company Limited will open a store from March 2018 on the 8<sup>th</sup> floor (currently holding the study aids and language book sections and the events space). This store will run until July 2021.

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