



Corporate Profile

DYNAMIC MARKETING Co. Ltd.

Since 1977

The Think Tank and Strategic Consulting Company For the Commercial Distribution Industry



2-5-44 Nagaranaka, Kita-ku, Osaka 531-0062

TEL:06-6353-6666 FAX:06-6356-1663 E-mail:DM@dynamic-m.co.jp

URL:<http://www.dynamic-m.co.jp/> Muguruma Laboratory : <http://www.muguruma-ryuken.jp/>

DYNAMIC MARKETING Co. Ltd.
Osaka, JAPAN

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CO. LTD.



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Corporate Outline

Company Name	Dynamic Marketing Co. Ltd.
Chief Executive Officer	Hideyuki Muguruma
Established	<p>1st stage: Established as a limited company in April 1977.</p> <p>2nd stage: Convert into stock corporation in December 1991.</p> <p>3rd stage: Renovation of the corporate mind in May 2004.</p> <p>4th stage: The second renovation of the corporate mind in May 2009.</p> <p>5th stage: The third renovation of the corporate mind in May 2011.</p> <p>6th stage: Globalized in May 2012.</p>
Business Contents	Consultancy services for shopping centers
Company Credos	<p>-Dynamic Marketing Co. Ltd. is a consulting company aiming at commercial facilities in which consumers, local residents, developers and tenants can live and prosper together.</p> <p>-Dynamic Marketing Co. Ltd. is a consulting company that contributes to the healthy development of the distribution industry and the appropriate development of the consulting industry.</p>
Capital	<p>40,000,000 Yen</p> <p>Number of common stock issued: 800</p>
Office	<p>Address 2-5-44 Nagaranaka, Kita-ku, Osaka 531-0062</p> <p>Telephone 06-6353-6666</p> <p>Facsimile 06-6356-1663</p> <p>E-mail Address DM@dynamic-m.co.jp</p> <p>URL http://www.dynamic-m.co.jp/</p>
Employees	12 regular employees and over 30 staffs in total including domestic and oversea business alliance partners.
Affiliated Organizations	<p>Member of <i>the Japan Council of Shopping Centers</i></p> <p>Member of ICSC, <i>the International Council of Shopping Centers</i></p> <p>Member of <i>the Osaka Chamber of Commerce and Industry</i></p> <p>Member of <i>the Society of SC Administrators</i> *SC=Shopping Center</p>
Six Corporate Pledge in-between the Chief Executive and Employees	<ol style="list-style-type: none"> 1. Keep progressing. 2. Achieve mutual prosperity. 3. Produce valuable results. 4. Make social contributions. 5. Act ethically. 6. Take the challenge.

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Introduction

From Surveying, Planning, and Project Creation Through to Management Support.



Dynamic Marketing Company provides consulting service with following minds.

Get at the heart of client's.

Consulting that encourage client's mind.

Make proposal by and with our established know-how from theory to practice.

Deeply involved in client's concerns throughout research, strategic plan and concept creation.

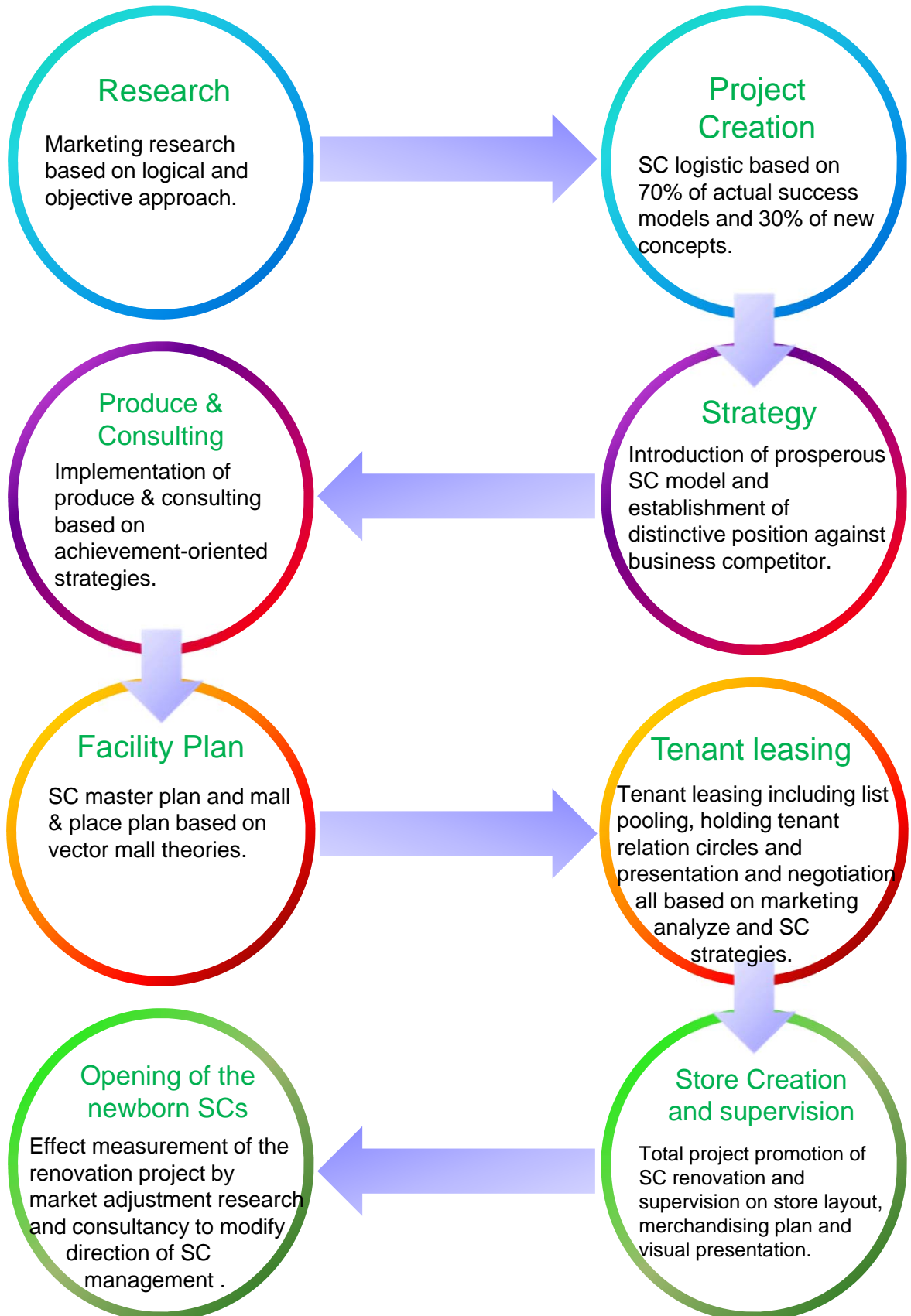
Construct successful business model with logistic validation.

Be the most earnest partner of the client.

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Total Consulting Service

Total implementation of consultancy on development, renewal and revitalization for SC, all through from survey to management, from logistic to practice.





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President Profile

Name	Hideyuki Muguruma
Present Career	President, CEO of Dynamic Marketing Co. Ltd. Director of Muguruma Laboratory
Academic Background	Obtained masters degree in 1970 in School of Commerce at Meiji University, Tokyo Japan
Qualification	Qualified as a Registered Management Consultant by Ministry of Economy, Trade and Industry in April 1969. Qualified as Shopping Centers Management Consultant* of JCSC in December 1993. *currently unregistered Adjunct professor at Graduate School of Business Administration, Kobe University since 2007.
Career	Majored commercial retail in Sundai Consulting Center, held by professor Simizu Akira of Meiji University. Found Dynamic Marketing Co. Ltd. in 1977. Career as a consultant for more than 40 years in project planning, market research and consulting for retail business and SCs.
Profession	Expert of SCs and retail business consulting, market research and project creation for over 40 years. Most of the clients are SC owners and developers who seek for the consulting advice on SC development and renewal project. From the early age of SC development in Japan, Muguruma has been warning the trend of SC construction that lacked the long-term vision of SC management. Muguruma had kept emphasis on sustainable business model that enable SC to prosper in the long term. Muguruma is also an expert of management strategies to make SC enduring even in the challenge of saturated market condition. Muguruma has devoted himself in finding theories and principles of retail business, and yet he is accumulating a large stock of SC strategies of his original.
Contribution and Lectures	Contribution to "Monthly Leisure Business" by <i>Sogo Unicom</i> , "Shopping Center TODAY" by the <i>Japan Council of Shopping Centers</i> , "Senken Newspaper", "Stores Report" by <i>STORES</i> , "Monthly Hanbai Kakushin" by <i>Shogyokai Publishing</i> and more. Giving lectures at the <i>Japan Council of Shopping Centers</i> , <i>Sogo Unicom</i> , retailers, <i>Chamber of Commerce and Industry</i> , related organizations, universities, Dynamic Marketing Strategic Seminar and oversea research and study tours. Number of seminars add up to 50 and more in a year. For the contribution of the retail industry, Muguruma has been disclosing his findings in "Dynamic Research Report" and in "My Perspective of Commercial Retail and Shopping Centers" for over 100 time a year. Annual access to the official websites sum up to more than 540000. Latest information is available from http://www.dynamic-m.co.jp/ and http://www.muguruma-ryuken.jp/ .
Publication	- "Know-how Corpus for the Shopping Center Development, Renewal and Operation" from <i>Dynamic Library</i> in October 1996 - "Principles of SC development and Diagnosis of Model Cases" from <i>Sogo Unicom</i> in April 1998 - "Development and Planning of Outlet Mall from Investigation of Actual Outlet Diversity" from <i>Sogo Unicom</i> in January 2000 - Coauthor of "Next Generation SC" May 2000 - Coauthor of "Supply Chain Model for the Next Generation" from <i>Chuokeizai-sha</i> in October 2001 - "Mechanism Study of Lifestyle Center and Introduction of Successful Lifestyle Centers" from <i>Dynamic Library</i> in November 2006 - "Know-how Corpus for the Shopping Center Development, Renewal and Operation" from <i>Dynamic Library</i> in August 2003 - "The Format of Lifestyle Center" from <i>Doubunkan Shuppan</i> in October 2007 - Series of "My Perspective of Commercial Retail and Shopping Centers" vol.1-11 from <i>Dynamic Library</i> - Series of "One hour know-how; a Quick Guidebook for Essential Retail Strategies" from <i>Dynamic Library</i> since 2010.



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Staff Profile

Hideyuki Muguruma	<p>President, CEO. Senior Consultant, SC Management Consultant</p> <ul style="list-style-type: none"> -Director of Muguruma Laboratory; the think tank for retail and SC -Expert on retail and SCs
Kunio Nakanishi	<p>Senior Vice President, Executive Officer, Senior Consultant</p> <ul style="list-style-type: none"> -Expert on retail and SCs
Atsushi Goda	<p>General Manager, International Department, Senior Consultant</p> <ul style="list-style-type: none"> -Expert on retail and SCs -In charge of International Department
Nobuhisa Miyamoto	<p>General Manager, Senior Consultant, SC Management Consultant</p> <ul style="list-style-type: none"> -Expert on design and environment creation of SCs and commercial facilities
Michikatu Uryu	<p>General Manager, Senior Consultant, qualified architect of the first class</p> <ul style="list-style-type: none"> -Expert on architecture and master plan for SCs and commercial facilities
Takahiko Adachi	<p>Senior Consultant, 1st grade Certified Skilled Worker of Financial Planning</p> <ul style="list-style-type: none"> -Expert Consultant on retail and SCs
Hiroko Muguruma	<p>General Manager, Executive Officer, Headquarters of the operative staff</p> <ul style="list-style-type: none"> -Headquarters of operative management -In charge of accountant and general affairs
Akemi Yoshimura	<p>Operative staff</p> <ul style="list-style-type: none"> -In charge of report creation on retail and SCs -In charge of data administration
Ayako Minami	<p>Operative staff</p> <ul style="list-style-type: none"> -In charge of report creation on retail and SCs -In charge of accountant and general affairs
Noh Young Soo	<p>Korean branch office Vice President, Senior Consultant</p> <ul style="list-style-type: none"> -Surveys, planning, development, management and tenant leasing for Korean SCs
Yoshimitsu Inoue	<p>Senior Consultant, visiting consultant CEO of <i>H. I. Communications</i></p> <ul style="list-style-type: none"> -Advisory and support for the expansion of Japanese retailer into China market
Sadao Takasaka	<p>Senior Consultant, visiting consultant CEO of <i>M&L Institute</i></p> <ul style="list-style-type: none"> -In charge of logistics on retail business
Yasuhiro Kamio	<p>Senior Consultant, visiting consultant CEO of <i>Kankyou Enshutu Kenkyusho</i></p> <ul style="list-style-type: none"> -In charge of environment creation and design for SCs and commercial facilities
Haruyuki Miyamoto	<p>Senior Consultant, visiting consultant Executive managing director of <i>ARISHIBA Co., Ltd</i></p> <ul style="list-style-type: none"> -In charge of tenant leasing for SCs and commercial facilities -In charge of tenant marketing
Yonehide Watanabe	<p>Senior Consultant, visiting consultant CEO of <i>Shift planning</i></p> <ul style="list-style-type: none"> -Consultant for overall retail business -Edition and supervision of technical reports

Expert consulting service in full-range of SC business from development, renovation and management through leasing in the collaboration with alliance partner of domestic and oversea.

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Department and Business Domain

Total Consulting from Theory to Practice by Six Departments:



Dynamic Marketing Co. Ltd. provides consulting services from the following three viewpoints:

Objective Consulting and Planning Recommendations

Consulting and planning recommendations that enable “numerical verification” for the purpose of ensuring that anybody can reach decisions based on the same standards.

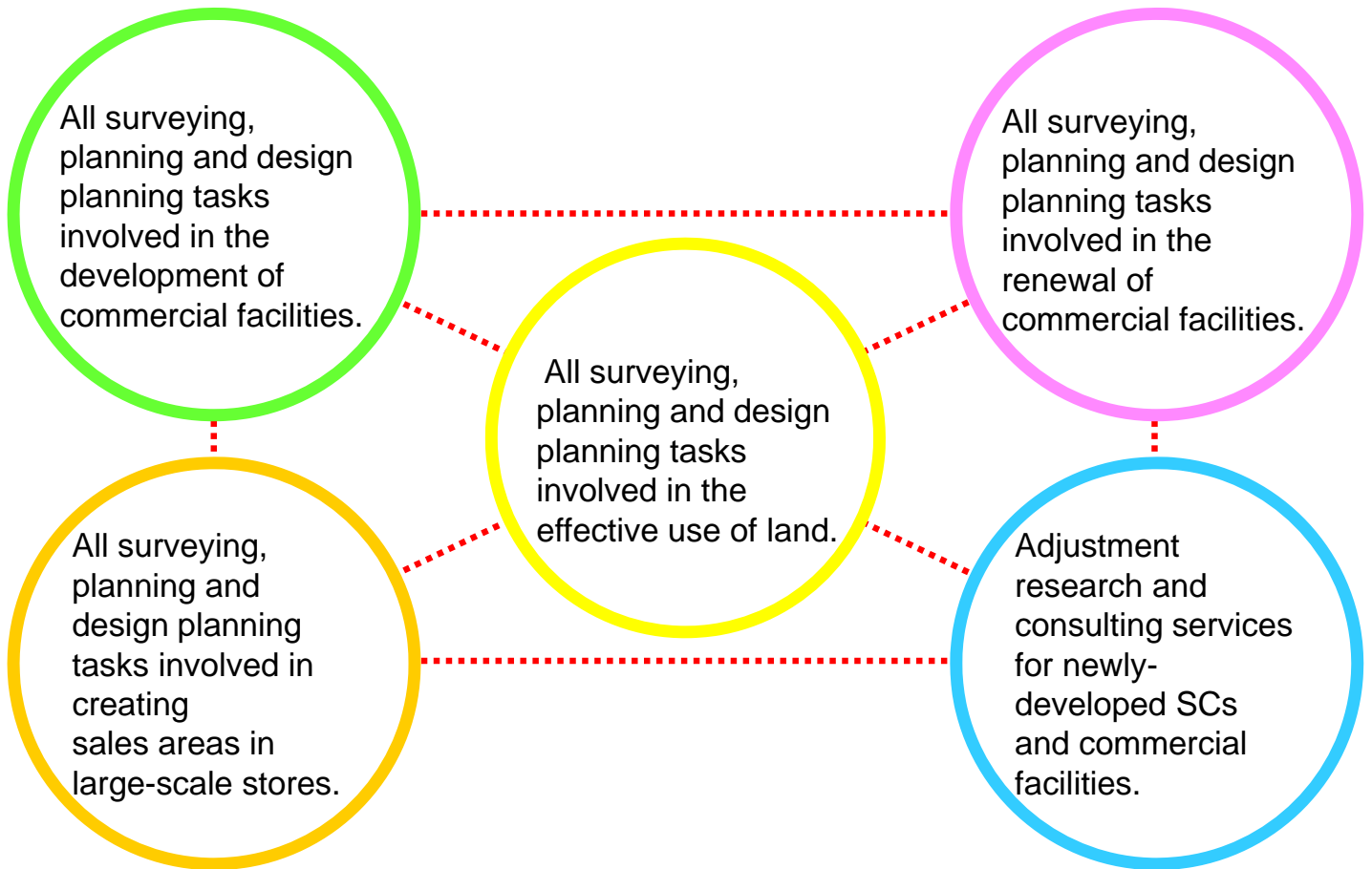
Logical Consulting and Planning Recommendations

Consulting and planning recommendations that enable “mechanism clarification” in which prerequisites and results and causes and results can be clarified for the purpose of ensuring that clear and viable explanations can be provided for all situations.

Innovative Consulting and Planning Recommendations

Providing solutions of which 70% is based on actual success models and 30% is based on new concepts for the purpose of providing individualistic consulting and planning recommendations.

The Consulting Department is Entrusted with the Following Five Tasks:



All surveying, planning and design planning tasks involved in the development of commercial facilities.
Creating the design and planning strategies for the development of SCs, such as objective land surveys; site conditions, competition conditions, market conditions etc, demand forecasting, estimating the scale of the commercial market, basic strategies, tenant mix evaluations and business planning.

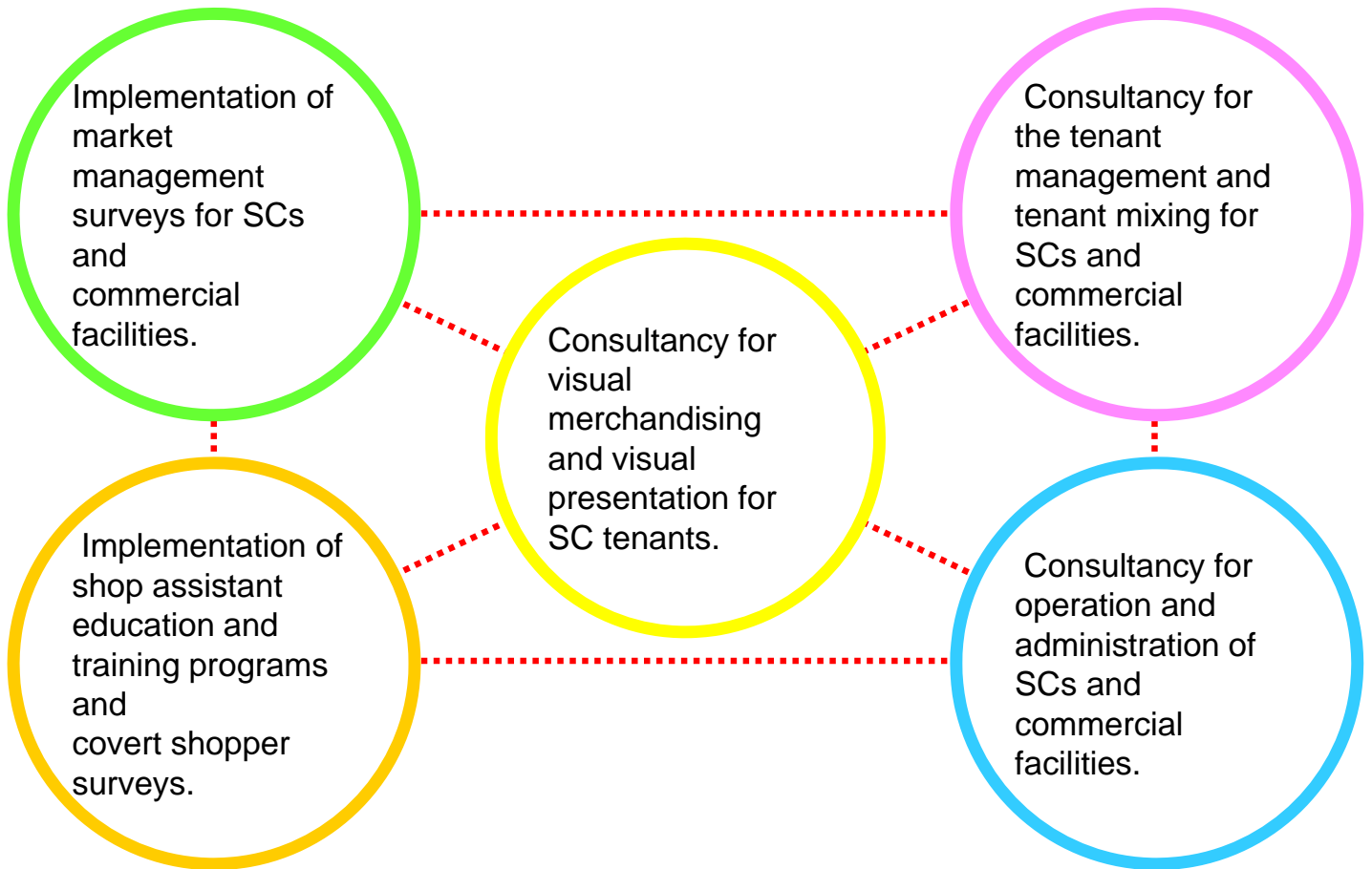
All surveying, planning and design planning tasks involved in the renewal of commercial facilities.
Analyzing the positioning of the current SC and the issues surrounding current tenants, and creating plans that enable the SC to be renewed with minimal investment.

All surveying, planning and design planning tasks involved in the effective use of land.
Recommendations based on objective land surveys provided with relation to selecting potential and new facilities in order to guarantee the effecting use of vacant land as well as leasing services for nominated tenants

All surveying, planning and design planning tasks involved in creating sales areas in large-scale stores.
Recommendations on tenant mixes and the vitalization of sales areas based on market requirements, land characteristics and marketing surveys on competition conditions provided from the viewpoint of the customer/ consumer.

Adjustment research and consulting services for newly-developed SCs and commercial facilities.
Analyzing the gap between plans and actual results from the viewpoint of the customer/ consumer within six months of a facility newly opening, and then isolating and solving problems and providing recommendations for SC creation that ensures healthy growth.

The Marketing Department is Entrusted with the Following Five Tasks:



Implementation of market management surveys for SCs and commercial facilities.

The implementation of various surveys, such as on-site customer surveys, resident surveys, focus surveys and customer number surveys, in order to acquire a firm understanding of the local clientele and their requirements.

Consultancy for the tenant management and tenant mixing for SCs and commercial facilities.

Consultancy for tenant management aiming to boost up the sale of specialty stores of SCs and commercial facilities though offering guidance to match up store merchandize with local market needs.

Consultancy for visual merchandising and visual presentation for SC tenants.

Consultancy on visual merchandising, visual presentation and shop display for tenants within the SC in the purpose of total growth of the SC sales.

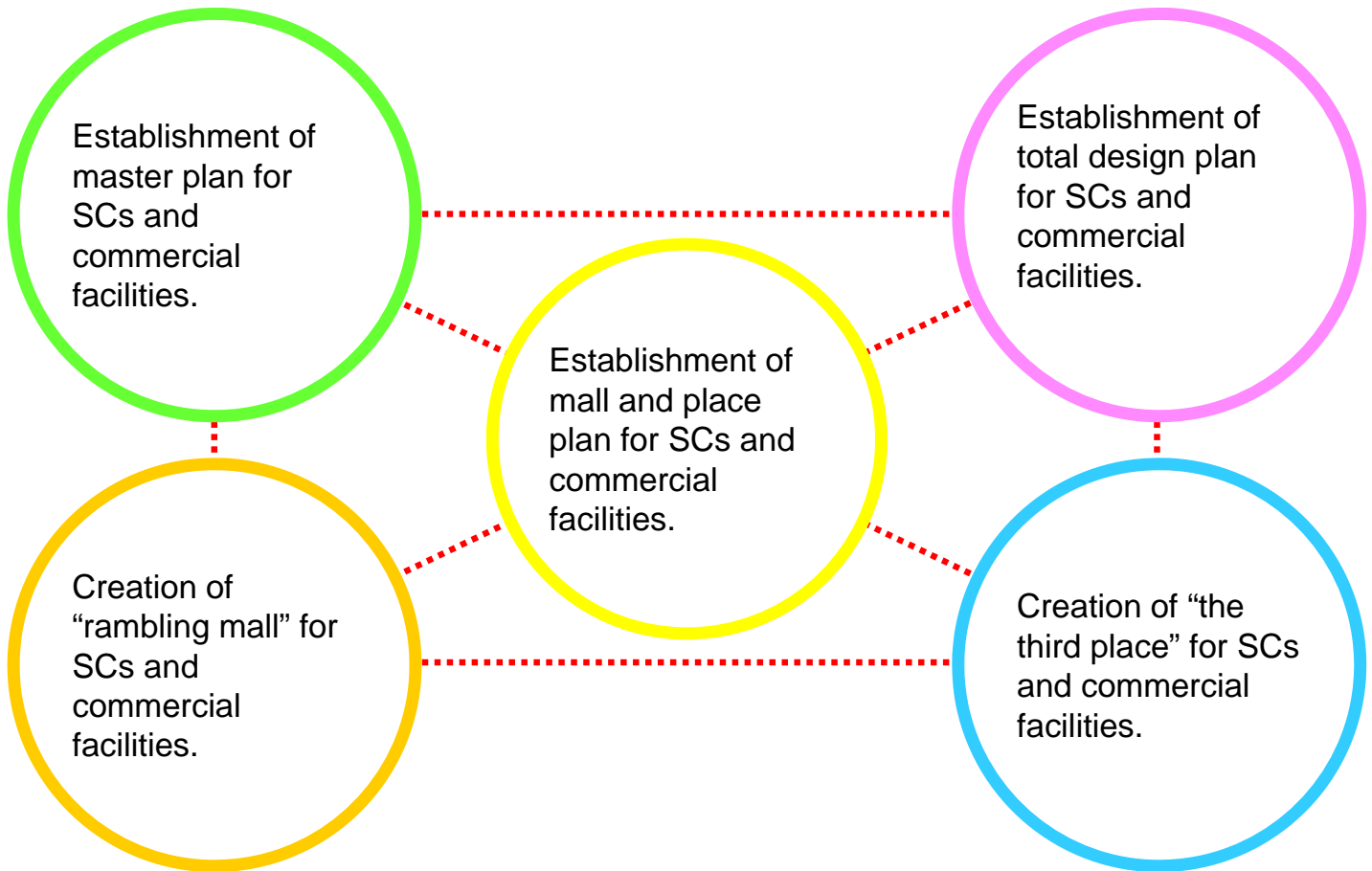
Implementation of shop assistant education and training programs and covert shopper surveys.

Implementation of covert shopper surveys and customer satisfaction survey evaluating shop clerk skills in customer service, product recommendation and lifestyles presentation.

Consultancy for operation and administration of SCs and commercial facilities.

Providing directions for SCs and commercial facilities to fully bring out potential of the market needs utilizing the findings and feedback from tenant management affairs and various market researches,

Mall & Place Creating Department is Entrusted with the Following Five Tasks:



Establishment of master plan for SCs and commercial facilities.

Master plan include layout of the mall and stores in respect to migration of the visitors. Architectural planning considering entrée, migration, stop, magnet and exit function theory.

Establishment of total design plan for SCs and commercial facilities.

Design of shape, color and lighting as well as environment coordination of building architecture and store presentation.

Establishment of “mall and place” plan for SCs and commercial facilities.

The establishment of the “mall and place” plan so as to increase comfort and convenient efficiency for the consumers. “Mall” requires function of “engine” and “handle” in order to create “vector”, the direction, for the “migration” of the consumer. “Place” represent an image of cozy space.

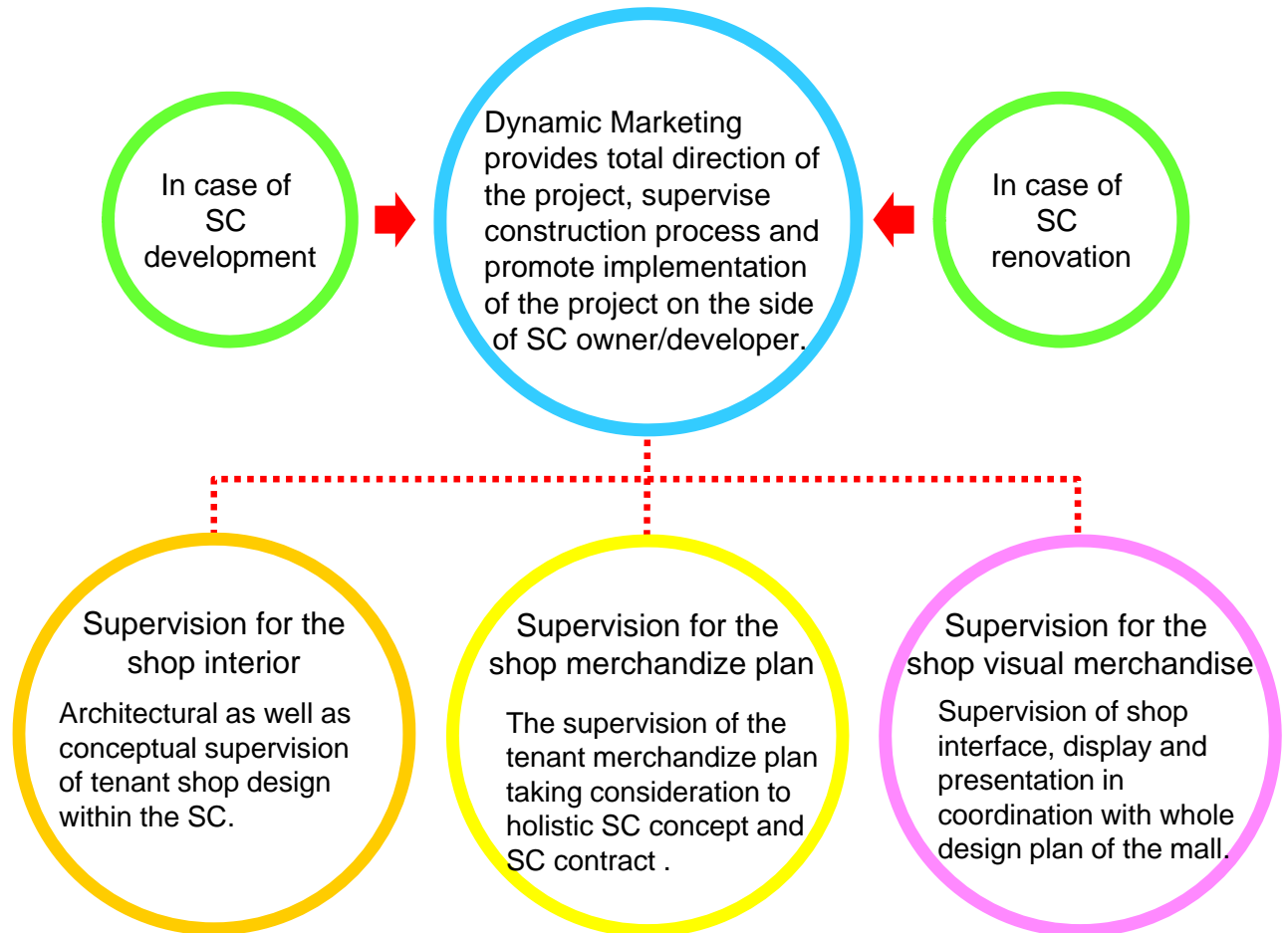
Creation of “rambling mall” for SCs and commercial facilities.

Architectural design and function design of mall street within SCs in consideration to make the mall entertaining as well as cozy to walk along and to stop by the stores. All those design strategies is aimed to create a high-traffic mall so as to effectively bring together the customer into the stores.

Creation of “the third place” for SCs and commercial facilities.

Creation of “the third place” to enhance comfort in the SC. The idea of “the third place” represent relaxing places but for home and office.

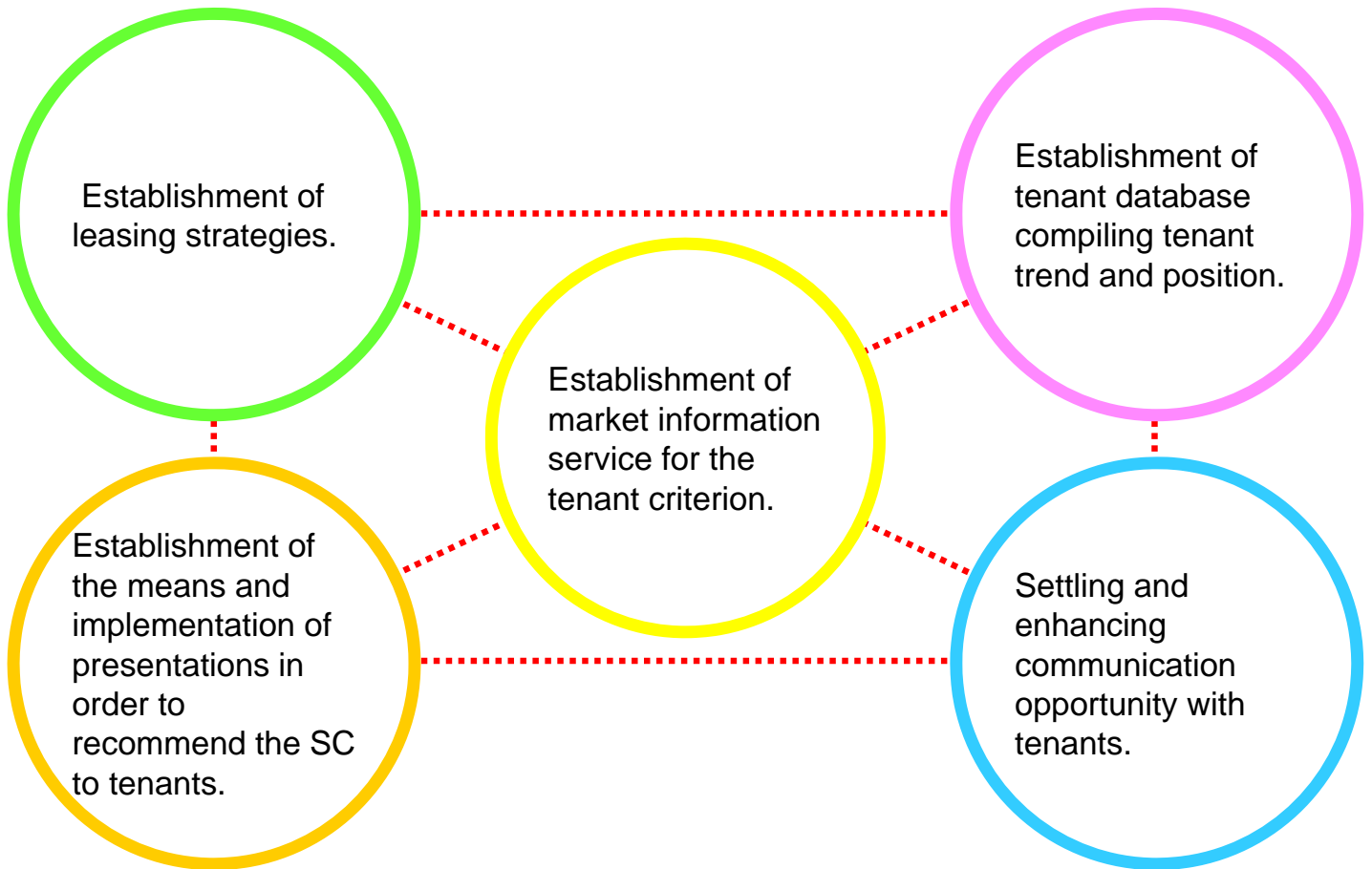
The Store Creation and Supervision Department is Entrusted with the Following Tasks:



What are the roles of Store Creation and Supervision Division?

1. Direct the implementation of SC master plan, merchandise plan and store environment plan from SC owner point of view.
2. Promote smooth implementation of the project by plan-do-check-action.
3. Advice tenant merchandise plans and shop appearance in harmony with the mall street. Not only architectural advisory, range of adversary covers long-term logistic supervision of the store in order to create enduring store strategies in the challenge of the time.
4. Bridge the divide between developer and tenant, plan and reality, and logistics and practice.
5. Corroborate as a team of expert SC consultant, experienced architect designer and skillful constructor.

The Leasing Department is Entrusted with the Following Five Tasks:



Establishment of leasing strategies.

The establishment of strategies and guiding principles for tenant leasing taking consideration of the holistic SC brand image.

Establishment of tenant database compiling tenant trend and position.

The establishment of tenants database compiling tenant criteria on new store development and characteristics of store merchandise.

Establishment of market information service for the tenant criterion.

The establishment of market information service, from which tenant can extract accurate information of the SC location, competing condition and the market potential.

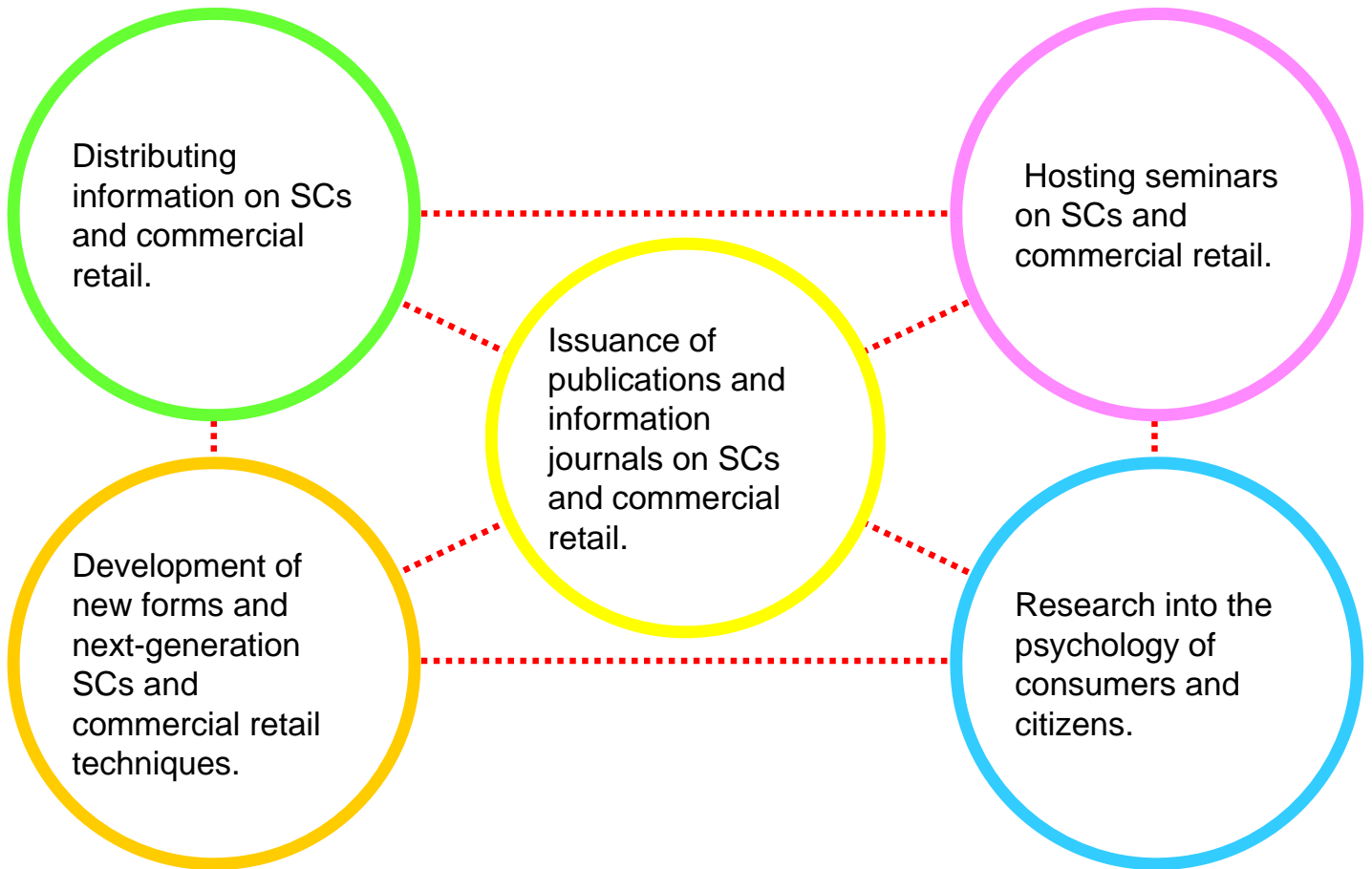
Establishment of the means and implementation of presentations in order to recommend the SC to tenants.

Settle the opportunities to advertise SC to the nominated tenants, and give accurate as well as comprehensive presentation on SC vision, desired shop format and feasibility of brunching new store at the SC so as to clarify the expectations and significance of the required shops.

Settling and enhancing communication opportunity with tenants.

The establishment and enhancement of communication opportunity using the Internet and publicity to deepen trustful relationships with nominated tenants and to ensure enduring communications.

The Muguruma Laboratory is Entrusted with the Following Five Tasks:



Distributing information on SCs and commercial retail.

The distribution of information in the form of reports; “My Perspective of Commercial Retail and Shopping Centers”, “Hideyuki Muguruma’s Commercial Retail Report”, “One hour Know-how” and more, related to SCs and commercial retail.

Hosting seminars on SCs and commercial retail.

Hosting of seminars on SCs and commercial retail approaching from theoretical analyze to practical technique. Seminar has been held more than 120 times in the past, with a total of 4,000 participants. 45 times of oversea retail research and study tour have been held in the past with a total of more than 1,090 participants.

Issuance of publications and information journals on SCs and commercial retail.

The issuance of publications and information journals on SCs and commercial retail. The issuance of “My Perspective of Commercial Retail and Shopping Centers” has reached over 1,900 and it is drawing near to 2,000.

Development of new forms and next-generation SCs and commercial retail techniques.

The implementation of research on leading-edge-business models in Japan and the world, covering North America, Europe and Asia in basic, and consumer and resident surveys such as needs and wants surveys, focus surveys, and the development of new forms of business together with groups of experts.

Research into the psychology of consumers and citizens.

Conducting research on consumer psychology, citizen psychology and local resident psychology together with market needs and wants.



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Alliance Partners

Company name	office	Business Domain
Mulvanny G2	Seattle, USA	<p>Expert on architecture and design</p> <ul style="list-style-type: none"> -Designing and planning for lifestyle centers, regional shopping centers of mall and multi magnet stores type, large scale commercial complex and town planning.
Nara Appraisal	South Korea	<p>The biggest real estate appraiser in Korea</p> <ul style="list-style-type: none"> -Expert on real estate appraiser. -Expert on real estate consulting.
Manly & The Teams Co., Ltd	China	<p>Consulting company for retail and SCs in China</p> <ul style="list-style-type: none"> -Providing support to expand retail business from Japan to China and from China to Japan.
Kyakuno	Osaka, Japan	<p>Building Lots and Buildings Transaction Business</p> <ul style="list-style-type: none"> -Registered real estate transaction manager -Qualified technical real estate consultant registered by <i>The Real Estate Transaction Modernization Center Foundation</i>