

# Measures to Prevent the Spread of COVID-19 Taken Group-Wide at the Isetan Mitsukoshi Group

Making the safety and peace of mind of customers and employees the top priority

During the state of emergency, the Isetan Mitsukoshi Group's department stores in Japan closed early or were shut down, with the safety and peace of mind of customers and employees and infection control as the Group's top priority.

After reopening all of the Group's department stores on Saturday, May 30, 2020, we continued to thoroughly discuss infection control measures and to prepare for their implementation, with the goal of establishing a safe, secure shopping environment. Our measures to prevent COVID-19 infections among our customers and employees are uncompromising and include the checking of body temperature at entrances, ensuring that all employees in stores wear masks, and the regular disinfecting of in-store equipment and other items.

## Specific initiatives taken in stores, in shopping environments, and to ensure employee safety after reopening

To prevent the spread of COVID-19, we are taking the following measures in the Group's department stores in the Tokyo Metropolitan area and in other areas in Japan.

- 1 Requests for customers / 2 Countermeasures in stores / 3 Measures ensuring employee safety

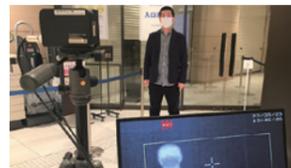
### 1 Requests for customers

We have separated entrances and exits and ensured that employees check customers' body temperatures and ask them to sanitize their hands at the entrances and request that they wear masks in the stores. We take these measures to enable customers to shop with peace of mind, although the measures may inconvenience customers.

- Measuring body temperatures at store entrances  
Measurement using infrared thermography cameras and non-contact thermometers
- Limiting the number of customer entrances  
Closing some entrances and exits
- Hand sanitization, etc.
- Wearing masks in the store
- Ensuring social distancing between customers
- Playing videos, etc. in the store to request that customers wear masks, wash their hands, and maintain social distancing



Entrances and exits are separated to reduce contact between customers.



Customers' body temperatures are checked using thermography cameras installed in stores.



Video requesting that customers wear masks, wash their hands, maintain social distancing, etc.

### 2 Countermeasures in stores

For the safety and peace of mind of customers and employees, we regularly disinfect stores and disclose information about how crowded each store is via our website and the Isetan Mitsukoshi app, to avoid closed spaces, crowded places, and close-contact settings (the 3 Cs).

- Installation of sheets and acrylic shields to prevent the spread of airborne droplets
- Closing some kids' spaces and rest areas
- Regular disinfection of in-store equipment and fixtures  
Carts, shopping baskets, handrails, store fixtures, counters, fitting rooms, hangers, and others
- Preventing contact between employees and customers during payment  
Using cash trays to handle cash, cards, receipts, and others, and using disinfected pens when a signature is needed
- Suspension of the provision of food and drinks in areas other than restaurants and dining areas  
Food and drink samples offered on the food floor, etc.
- Informing customers about how crowded an event venue, etc. is  
Customers can check how crowded an event venue, etc. is on our website or the Isetan Mitsukoshi app.



An acrylic shield (Information desk in the Mitsukoshi Nihombashi Main Store)



Information about how crowded event venues, etc. are provided on our website

### 3 Measures ensuring employee safety

To enable our employees to work with peace of mind, we take measures to prevent the spread of COVID-19, including checking their body temperatures and ensuring they sanitize their hands when they arrive at work, ensuring they wear masks on sales floors, and in staff-only areas and offices, and expanding the areas for them to rest.

- Ensuring hand-washing, gargling, and disinfection
- Checking body temperatures at the staff entrance when employees arrive at work  
Infrared thermography cameras and non-contact thermometers
- Ensuring that all employees wear masks on sales floors, and in staff-only areas and offices  
Some employees wear face shields.
- Measures to avoid the 3 Cs within employee facilities
- Expanding rest areas



Employees arriving at work



Employee cafeteria in the Isetan Shinjuku Main Store, where thorough measures are taken to prevent the spread of airborne droplets and avoid the 3 Cs



Tents set up on the roof of the Isetan Shinjuku Main Store to provide a rest area

# Initiatives Taken in Response to the Spread of Covid-19

In response to the ongoing COVID-19 pandemic, the Isetan Mitsukoshi Group is taking diverse initiatives to improve the convenience of shopping as well as to support business operators and producers.

## Charity and fundraising activities

### #MinnaDeMask

During June to September 2020, we held the #MinnaDeMask charity project at the Isetan Mitsukoshi Online Store under the theme, "Make them smile in their minds with fashion." In this project, we connected 45 brands and sewing factories in Japan through the Isetan Mitsukoshi Group's network to produce and sell masks. We donated all of the revenue from this project to the

Japanese Red Cross Society. The project was aimed at delivering positive information about what's going on in the fashion industry and providing financial support to medical personnel in Japan and the people in sewing factories, whose jobs have been reduced due to the COVID-19 pandemic. Thanks to the support of many customers, the project was able to donate 3,112,727 yen.



#MinnaDeMask

### Donation of MI points\* to support the Japanese Red Cross Society

In June 2020, we made it possible to donate to the Japanese Red Cross Society on the website for exchanging MI points for prizes and goods. Donations made on the

website are used for all the activities of the Japanese Red Cross Society, including measures addressing the COVID-19 pandemic.

\*A point program in which the MI Card Co. Ltd. issues points and operates and manages the program, in cooperation with Isetan Mitsukoshi Holdings' corporate group, including Isetan Mitsukoshi Ltd., and other companies and organizations



Website for giving support

## Support for business operators and producers

### Supporting local restaurants using the infrastructure and knowledge of Shizuoka Isetan

In May 2020, Shizuoka Isetan sold boxed lunches featuring dishes from local restaurants. This was a collaborative project with restaurants in Shizuoka City whose businesses have suffered during the COVID-19 pandemic. The restaurants did not have knowledge about the preparation of boxed lunches and had difficulty securing sales staff. At the same time,

customers working for public offices and company offices were requesting that Shizuoka Isetan offer a wider variety of boxed lunches to continue to spark their interest. Buyers from Shizuoka Isetan shared their knowledge about the contents and prices of boxed lunches with the restaurants, resolving these problems and creating new sales opportunities.



Boxed lunches from local restaurants sold at Shizuoka Isetan

### Isetan Mitsukoshi Furusato Nozei\* Support for producers and local governments

In Isetan Mitsukoshi Furusato Nozei, where we leverage the nationwide network of the Isetan Mitsukoshi Group to introduce information and local specialties from many areas, we implemented a Project to Offer Special Return Gifts to Support Business Operators with the goal of supporting business operators who have had problems with their sales channels during the COVID-19 pandemic. We introduced foods and other products

that had been stranded by the disruption of retail distribution in urban areas, as special limited-time return gifts. In addition, we established Donate to Support Disaster Recovery: Support for the Fight Against COVID-19 to provide support for local governments all over Japan in their efforts to strengthen their measures to address the COVID-19 pandemic and other disasters. We solicited donations for the project.

\*Donating to the local government of a city, town, or village where one does not live



The Donate to Support Disaster Recovery: Support for the Fight Against COVID-19 website

## Improving the convenience of shopping

### Remote customer services

Some stores of the Isetan Mitsukoshi Group began providing online customer services in May 2020. Customers are able to be served by our sales staff while staying at home. In July, we linked the Mitsukoshi Nihombashi Main Store with Matsuyama Mitsukoshi to begin providing online customer

services. These services enable customers to purchase limited-edition products offered only in stores in the Tokyo Metropolitan area, which they were unable to purchase before, and to order any other products they like. We will continue to enhance online measures to improve customer convenience.



Remote customer service provided at Matsuyama Mitsukoshi (for illustration purposes only)