

Wacoal's Growth Opportunities

# Global Potential

## Moving into the Chinese market

Wacoal's strategy for overseas expansion is focused on strengthening its position in China, aiming to take advantage of the Chinese market's potential demand. As one part of this strategy, we increased the Company's ownership in Beijing Wacoal Co., Ltd., our strategic base in China, to 100%. Furthermore, within the next three years, we plan to bolster the Wacoal brand presence in the Chinese market by reinforcing our existing sales base in Beijing, in the north, and Guangdong, in the south, with the establishment of three regional sales centers in the northeast, central, and central-west regions of China.



Sales counter in Beijing



Beijing Wacoal Co., Ltd.

We are fully aware that to succeed in today's global market it is essential to put in place an internationally competitive merchandise supply structure. To this end, we are creating an international business framework to find efficiencies among Wacoal Group companies in product planning, raw materials sourcing, and manufacturing. In line with this strategy, our subsidiary Wacoal International Hong Kong Co., Ltd., will be designated as the key site for our international operations, acquiring new planning and manufacturing management responsibilities, in addition to its present raw materials sourcing functions. The company will also work more closely with manufacturing subsidiaries in China and Vietnam to expand the supply of competitively priced, quality products to Japan and overseas sales subsidiaries. In this way, we plan to increase the percentage of Wacoal products manufactured abroad to 50% within three years.



Vietnam Wacoal Corp.