

MEDIUM-TERM MANAGEMENT
PLAN 2004–2006
REALIZING OUR BODY DESIGNING
BUSINESS CONCEPT

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Build New Value and Markets

By focusing on the themes of comfort and health, Wacoal aims to create new markets by leveraging the core competence it has accumulated in intimate apparel. Our Wellness business is at the heart of those efforts. Aiming to develop the business into a future growth engine, we have slated our Wellness operations for priority investment in our Medium-Term Management Plan 2004–2006.



CW-X SUPPORT GEAR

Wacoal's Wellness operations represent a major part of the Company's efforts to realize the Body Designing Business concept. The unique intimate apparel that we produce based on human science research has earned a strong reputation. Now, Wacoal is taking steps to create new value and markets by leveraging and adapting the technological and product development capabilities it has garnered through those efforts to develop new business areas, focusing on the themes of comfort and health. In the fiscal year under review, Wellness operations posted sales of roughly ¥5.6 billion. And, our Medium-Term Management Plan 2004–2006 aims to grow those sales to ¥10.0 billion by the year ending March 2007.



CW-X UNDER GEAR

At present, highly functional CW-X conditioning sportswear is the mainstay of the Wellness business. High quality and the support CW-X sportswear provides during exercise, which reduces fatigue and helps prevent injury, have already made it a firm favorite among many of the world's best athletes. By positioning CW-X as a bridgehead, we aim to grow our Wellness business in world markets. To that end, we will broaden the scope of operations beyond the current focus on conditioning sportswear to include business opportunities related to specific sports and healthcare and medical fields.

Looking ahead, Wacoal plans to raise brand value by licensing its CW-X technology and brand name and leveraging its human science know-how to pursue original equipment manufacturing.

Wellness Operations Strategy

Objective: Leverage mainstay conditioning sportswear to create new markets

Sales	2004 result	2007 target
Wellness operations sales	¥5.6 billion	¥10.0 billion