

# Goldwin

## Mid-term Vision Briefing

Apr 30, 2024

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# IR schedule



Schedule	Event	Event format
Apr 30 15:00~	Mid-term Vision Briefing	Hybrid (Nomura Conference Nihonbashi Plaza, Online)
May 14 11:00~	FY2024.3 Financial Results Briefing	Hybrid (Tokyo Head Office (Aoyama), Online)
Jun 26 10:00~	Ordinary General Meeting of Shareholders	Toyama Main Branch
Jul 3 13:00~	IR Day (Numerical disclosure of mid-term management plan)	Hybrid (Tokyo Head Office (Aoyama), Online)
Aug 6 15:00~	Announcement of first quarter financial results for the fiscal year ending March 2025	Individual interview * No financial results briefing scheduled

It is necessary to position Goldwin as a core brand, accelerate business development globally, and establish a leading brand position in the sports field.

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- By integrating CI (Corporate Identity) and BI (Brand Identity), we aim to increase Goldwin's recognition and presence both domestically and internationally.
- By establishing a joint venture and increasing the proportion of overseas sales, we aim to grow the Goldwin brand to 50 billion yen in sales in 10 years.
- Our new mission is defined as "to accelerate business that improves the global environment while increasing corporate value."
- Taking advantage of the timing of CI and BI integration, we will create a strong presence for Goldwin in the global market and build a cutting-edge brand position that transcends the sports industry.

## I . Overview of PLAY EARTH 2030

Integrating the corporate logo and brand logo toward global expansion

# Overview of PLAY EARTH 2030

## PLAY EARTH 2030

A period of change towards becoming a 100-year-old company

Goldwin500

Advanced Manufacturing

Establishing "Premium" brand value

Establishment of a Chinese JV

THE NORTH FACE's market expansion

Accelerating the promotion of "Experience Projects" PLAY EARTH PARK's initiatives

Increase Goldwin brand recognition worldwide through integration of CI (Corporate Identity) and BI (Brand Identity)

Cash Allocation

Achieving high standards of corporate governance and sustainability

# Evolution of the brand logo

Doing business to protect and regenerate the Earth

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1990 - 2008

2009 – 2013

2014 – 2017

2017 - 2023

2024 -

CORPORATE LOGO

SINGLE SYMBOL + LOGOTYPE SYSTEM



BRAND LOGO



# The meaning of logo integration

The value of "truth" lies in what cannot be seen

We treasure the words left behind by our founder, Tosaku Nishida, "The value of "truth" lies in what cannot be seen."

Creating a business that coexists with nature

The formative experience of sports is in nature, and we will create a business that solves social and environmental issues from a broad perspective and coexists with nature.

Spread empathy for our vision to the world

Integrate our corporate "GOLDWIN" with our brand "Goldwin" to demonstrate our presence both domestically and internationally.



# Competitive Advantages of the Goldwin Brand



The cutting-edge group is focused on harmony with nature, aesthetic traditions of Japanese culture and manufacturing. Utilizing track record of inbound tourism and products developed in Toyama Prefecture and cutting-edge environmental materials used in product development.

## Communication

Direct communication through directly managed stores

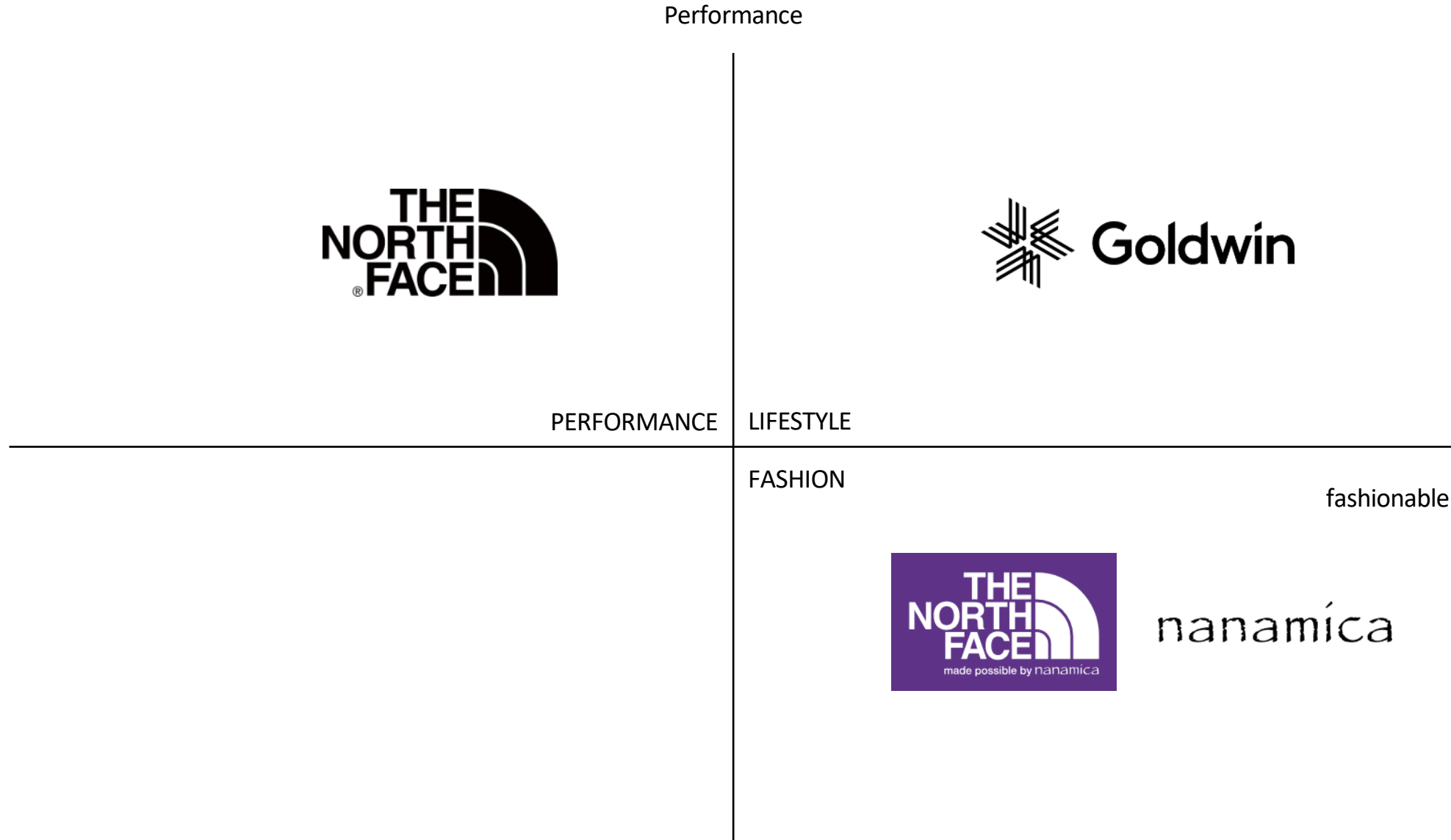
## Design

A design code that incorporates Japanese aesthetics

## Innovation

Initiatives on cutting-edge environmental materials (Brewed Protein™)

# Brand Positioning



## II. JV scheme with partner companies

Hold the majority and develop our own brand on own initiative

# Mainland China Market Outlook

## Current Chinese market

Slowing GDP growth rate, sluggish real estate investment, growing health consciousness, and a clear trend towards functionality

Per capita disposable income is on the rise

Continued growth in mid- to high-end consumption

Counterfeits of popular brands are likely to appear

## Our future initiatives

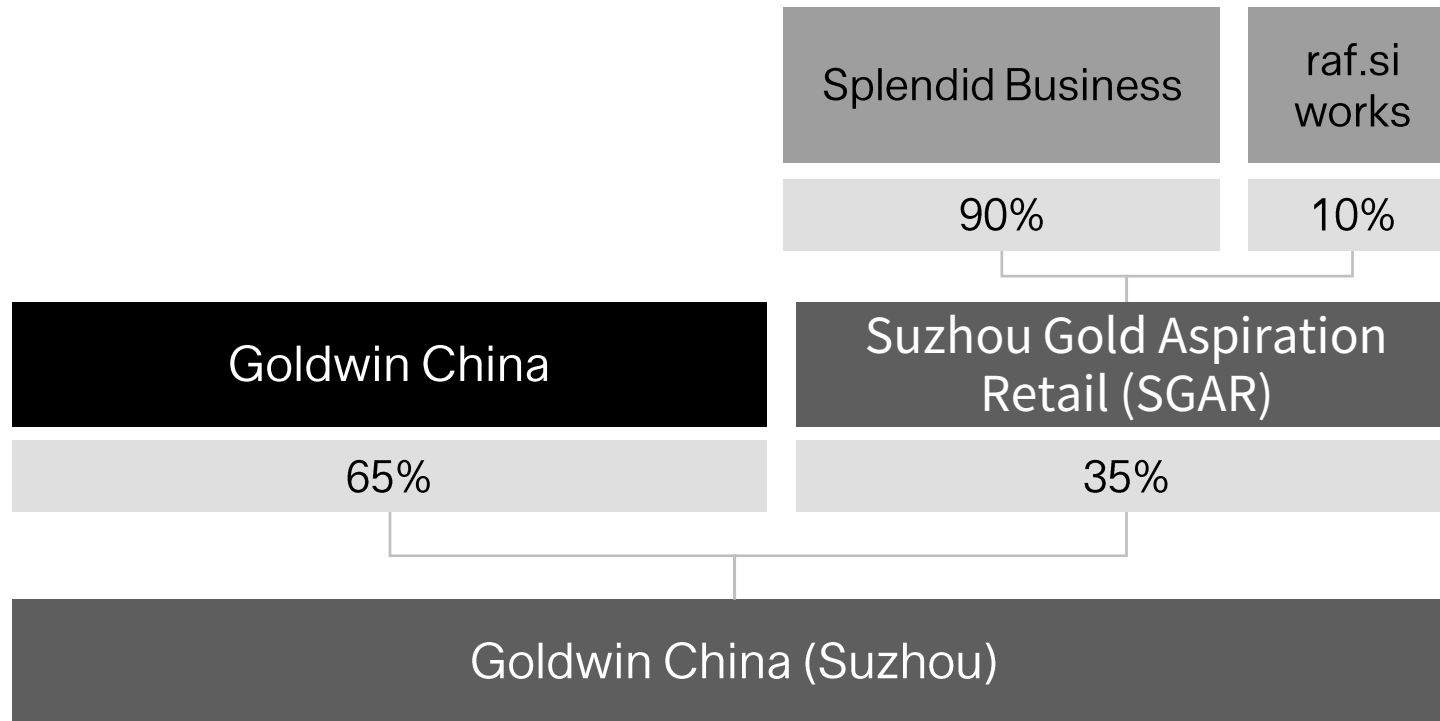
By strengthening functionality and responding to localization, gain market share in mainland China as a premium brand

Provide products to regions and customers with a large market size and a sensitivity to sports and fashion

By maintaining functionality and quality and providing high-value-added products, become recognized as a premium brand

Accelerate store openings and express the brand's worldview through original store and product designs, and aim to differentiate

# Goldwin China - Projected Business Scheme



- A company that can be trusted to jointly operate an in-house brand business that bears the Goldwin name.
- A company that has the capabilities to contribute to store openings in mainland China, store and EC management, franchise development, and negotiations with government and local governments.
- Splendid has a track record of working with global companies such as VF Corporation and major general trading companies.

## Overview of the joint venture company (consolidated subsidiary)

Established date	Apr. 10, 2024
Authority	Goldwin holds the majority of the JV
Role	Goldwin is in charge of product planning, production, and marketing
Store opening policy	Plan to open brand stores with self-managed
Development	Plan to transition from a distribution model to direct local product procurement in the future

# About our partner company, Splendid

## Suzhou Gold Aspiration Retail (SGAR)

### Splendid Business

#### Company overview

Established in 2016

CEO Jiang has over 20 years of experience in the sports and outdoor retail industry in mainland China.

Starting with the agency business in mainland China, the business has steadily expanded. The company steadily expanding business growth with an increasing number of partnerships with international brands.  
(Sales scale of about 20 billion yen in FY2023, 130 stores openings, 450 employees)

#### Role

- Sourcing and negotiation of potential store locations
- Providing a functional platform for logistics, etc.
- Providing network and knowledge
- Dispatch of seconded employees

#### Brands handled (partial list)



### raf.si works

#### Company Overview

Established in 2019

CEO Iwano has a track record of growing the Dickies brand into a business with 350 stores and sales of 10 billion yen at his former job at VF China.

Supports foreign brands in expanding into mainland China, currently contracted to operate the Goldwin Beijing store with EC management and marketing.

#### Role

- Bricks and mortar store and EC management
- Marketing
- Recruitment and training
- Dispatch of training seconded employees

#### Brands handled (partial list)



Handling of several other foreign brands

### III. Goldwin500 numerical targets

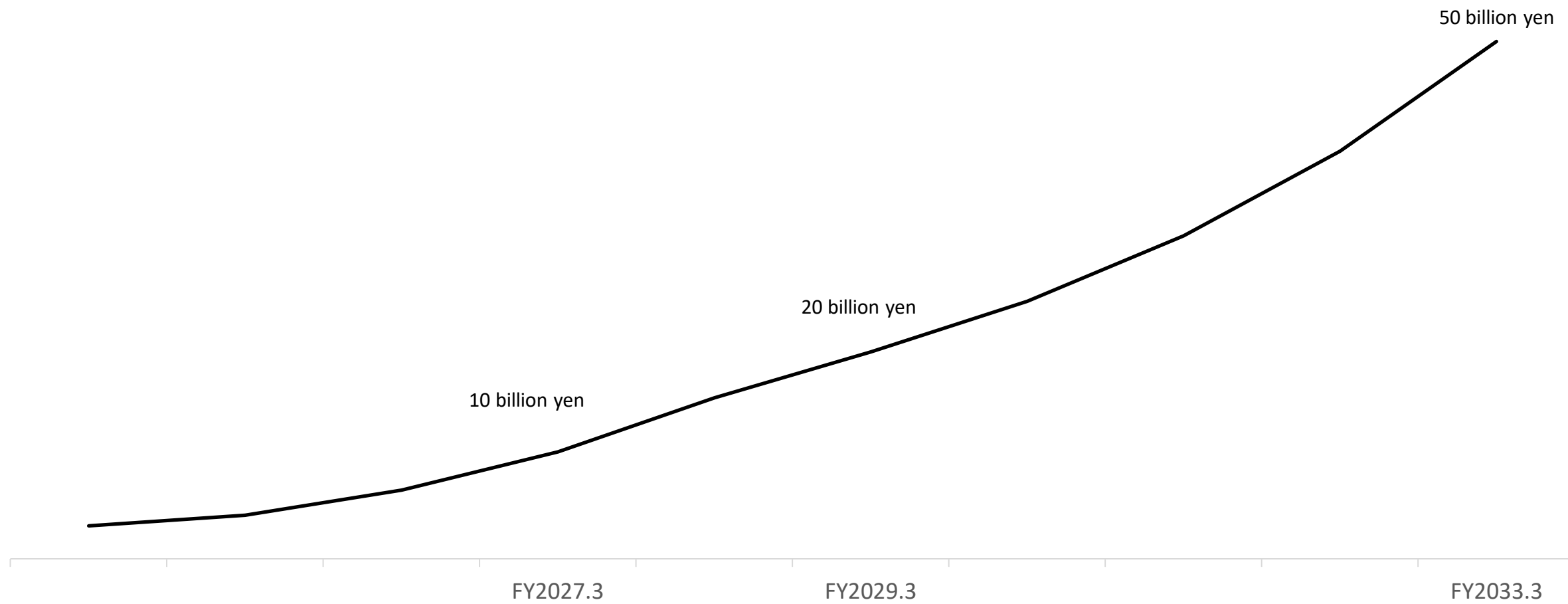
Aim to achieve sales of 50 billion yen for the Goldwin brand in 10 years

# Priority of deployment areas and response policy

Priority	Current situation	Target areas	Response policy
A	Areas with high fashion sensitivity and that are well received by the Goldwin brand concept	Japan, mainland China, Korea	Invest aggressively and accelerate store openings
B	Brand recognition is strong, but retail profitability is not yet established	Europe	Establish a store and brand worldview, and prioritize successful retail track record
C	A market where retail profitability is unestablished and absolute brand recognition is a prerequisite for success	North America, Southeast Asia	Invest carefully, using local events, cross-channels with EC, etc.



# Goldwin500 sales target



# Upcoming IR schedule and explanations



Tue Apr 30 15:00 ~ 16:00

## Mid-term vision briefing

CI/BI integration

Overview of Goldwin500

PLAY EARTH PARK progress

Due to the silent period, questions will only be answered during the briefing session

Tue May 14 11:00~12:00

## Financial results briefing for the fiscal year ending March 2024

Financial results for the fiscal year ending March 2024

Financial results forecast for the fiscal year ending March 2025

Dividend status  
(for the two periods ending March 2024 and March 2025)

As usual, we will answer questions in individual interviews and small meetings  
We will also answer questions from the mid-term vision briefing in April

Wed Jul 3 13:00 ~ 15:00

## IR Day (Medium-term Management Plan Briefing) (FY2025.3-FY2029.3)

New KPIs for numerical targets and key initiatives

Global expansion of Goldwin500

Room for growth at THE NORTH FACE

PLAY EARTH 2030 initiatives

New value creation through SX  
(Sustainability Transformation)

Redesign of cash allocation

New shareholder return policy

During the silent period, individual interviews will be available until early July, limited to the contents of the medium-term management plan



## IV. Appendix

Goldwin store image





Goldwin store image



Goldwin store image

