

* atré Vision

We can trust atré

- Local activities/events
- Solving problems around town
- Social contributions (CSR/environment)

Great to have atré in town

- Story of the hall (understanding the town/customers)
- No. 1 management capabilities
- No. 1 development capabilities
- Digital strategies
- CS (thorough customer logic)
- Retail project (Coutulife Champ de Herbe)
- Inbound Tourism
- Overseas strategies

Happy to work for atré

- ES
- Fulfilling and comfortable work at atré



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Support for and Cooperation with Social Contribution Organizations and the Like

Refugee Support Activities

Since 2015, we have worked with the non-profit UNHCR Association, the official Japanese support liaison office of the UNHCR (United Nations High Commissioner for Refugees, the UN refugee support organization) and cooperated in fundraising to support refugees.

We have cooperated in fundraising activities by organizing a total of 76 events between 2015 and 2020. (In the past 3 years, we held 21 events at 13 atré stores in 2018, 13 events at 10 atré stores in 2019, and 15 events at 10 atré stores in 2020.) We have received great favor from the visitors to those stores.



Refugee Support Campaign
(Meguro Store)

Clothing Support Activities

Since 2016, we have cooperated with JRCC (Japan Relief Clothing Center, a non-profit organization) and asked our customers to bring their clothes that they no longer wear but are still wearable to their local atré stores. We keep those clothes to send to JRCC. JRCC separates, packs, and temporarily stores the clothing, and then ships it as donations in response to requests for support from abroad.

We have conducted clothing support activities by organizing a total of 36 events between 2016 and 2020. (In the past 3 years, we held 10 events at 7 atré stores in 2018, 10 events at 7 atré stores in 2019, and no events in 2020 due to the COVID-19 pandemic.) A lot of clothes and blankets were donated at these events. Through JRCC, those donations are sent to conflict areas, impoverished areas, and areas affected by natural disasters.



Clothing Support Activities
(Kameido Store)

Food Bank Activities

We have carried out activities to donate food items that have been removed from the shelves of atré stores, despite being before the best before date, to child welfare institutions and social welfare facilities since 2016.

Currently, we continuously conduct 11 activities. We shall continue our food bank activities with our motto of “contributing to society while leaving nothing left unused”.

atré Farm Project

We have reclaimed abandoned farmland in Tsuchiura-shi (a town with an atré store) and started a project called “atré Farm Project” in cooperation with JA (Japan Agricultural Cooperatives) Tsuchiura for regional revitalization in March 2017. We utilize the abandoned farmland (Name: atré Farm) in collaboration with JA Tsuchiura, share information about the cultivation of agricultural products and food culture, and organize hands-on agricultural events, etc., to promote the undertaking of new challenges, cooperation with local areas, and the creation of new relationships.

*Atré Co.,Ltd. operates “PLAYatré Tsuchiura” in the Tsuchiura Station Building.

Promotion of regional revitalization through contributions, from our CSR perspectives

Establishment of a restoration plan for PLAYatré Tsuchiura (as a model case for restoring local station buildings)

- Creation of a regional tourism base around Kasumigaura
- Development of social contribution projects by utilizing abandoned farmlands and other resources

Establishment of a restoration plan for the Toride Store (as a model case of local station buildings)

- Creation of a base for regional revitalization in cooperation with local universities, and investigation of providing support for town development through complex cooperation involving the government

Development of regional cooperation project centered around towns with atré stores

- Cooperation between atré Urawa and Saitama University (joint editing of informational magazines and the like)
- Cooperation of atré vie Mitaka and Kyorin University (regional revitalization in Mitaka)
- Cooperative agreement for the purpose of establishing a continuous cooperative organization, aiming at regional revitalization, was concluded between atré Kichijoji, Seikei University, and Next Local Co., Ltd.
- Industry-academia collaboration of atré Meguro and Sugino Fashion College
- Cooperation project with Tokyo University of the Arts

Relationships with atré stores and the local areas

- In addition to having customers come to atré stores for shopping and eating, we shall continue increasing contact and interactions with towns through joint events with stations, at local festivals, and by participating in cleaning activities and local fire drills, providing places of work experience for primary and secondary school students, and other activities.



* Great to have atré in town

We have a unique operation stance for creating the spirit of atre.

Our approach to business operation is like that a theatrical production, which brings out the originality and charms of each shop.

For instance, atré is the stage, the customers are the audience, and our shops are the actors. In contrast to the conventional management type approach to business operation, we use a method which has a general director, like that of a theatrical production. The developers proactively follow the latest marketing trends in order to bring out the originality and charm of the shops, and also bring out the charms of the entire shopping mall.

Carnivals

At all atré stores, we hold carnivals in the summer and winter, with the theme of the four seasons, as a part of our annual activities.

The carnivals we hold at our stores are not merely for sales promotion; they also provide various events based around the concept of “having fun”.



JRE POINT Card

Based on our experiences with atré club, our membership organization, we have also participated in the joint point service of the JR East Group since the launch of the service in 2016.

With our atré view SUICA card, which works like a credit card, we produce shopping environments that provide our customers with convenience and good bargains.

Please refer to the [atré Point Service](#) page for further details.



a+ (atrét)

a+ atrét provides events that connect customers with town (regions), in order to cultivate the future together.

At atrét, we don't just hope that you will enjoy shopping; we also host exciting events where something fun or useful is waiting for you.

(*Some of the a+ atré events held at atré stores are introduced below.)



atré Meguro

: A family event with a theme of dietary education: “learning about the importance of eating and having fun growing up”.



atré Kameido:

Soraido Picnic provides a rooftop lawn square as a venue where visitors and the local residents can come together.

Inbound Tourism

We have aimed at improving our services for foreign tourists. For example, we started providing duty free services at shops which have a high demand of inbound tourism and work on maintaining environments that will allow customers to shop comfortably.



atré Free Wi-Fi provided at all atré stores.



Duty free data processing devices provided.



Alipay/WeChat Pay for payments from Chinese tourists are accepted.

We have made a CS proclamation to all our customers so that we may improve customer satisfaction.

CS proclamation: "Your smiles bring us joy."

- We always listen to our customers.
- We value our encounters with each and every customer.
- We provide our customers with pleasant shopping experiences.

CS Policies

We give the highest priority to customer satisfaction and carry out various activities based on the valuable opinions from our customers. We also work on providing safe, secure, and pleasant atmospheres in our halls so that customers can shop comfortably at atré.

Pleasant atmosphere in our halls

We constantly work on improving the atmospheres of our halls in response to customer feedback and the results of customer satisfaction surveys.

■ **Environmental Improvements**



■ **Free Wi-Fi**

service is available at each atré store.

Languages: Japanese, English, Chinese (Simplified/Traditional), and Korean

Connection time/Number of connections: 60 minutes (no limit to the number of connections)



Shop Improvements

■ **Kiratoki Research to Discovery! Positive points of our staff**

: We work hard to improve customer satisfaction by checking the CS level of atré shops from an objective point of view, in order to ascertain our strengths and problems to help us train our staff and create our shops.

The purpose is not to evaluate or look for problems, but to help improve our shops together.

■ **Customer Service Role-playing Competition:**

We hold preliminary rallies at each atré store in order to improve the customer service skills of our staff. The top winner shall participate in the Customer Service Role-playing Competition sponsored by the Japan Council of Shopping Centers.



■ **Various Types of Training:**

We provide various types of training to support our shop assistants (training about customer service skills, working with inbound tourists, emergency and health, shop displays, and the like) and shop managers (training about market information, management, and the like).



Acquisition of knowledge by atré employees

We make great efforts for atré employees to attend seminars about service assistance and take basic tests to acquire knowledge in order to provide an environment where customers with special needs and the elderly can shop comfortably.



* Happy to work for atré

ES (Employee Satisfaction) of atré

We have made an ES proclamation to all our shop assistants so that we may improve their work satisfaction.

ES proclamation: Our goal is to make atré appreciated by our customers. Therefore, we have made promises to our staff.

- We will value their opinions.
- We will continue working together toward the same goal, as partners.
- We will provide them with great work environments.

ES policies

In addition to improving our facilities and organization, we have implemented policies to invigorate communication. For example, we organize parties and have monitoring sessions for our staff so that they will feel happy to work for atré.

Best of atré

We select our No.1 shop as the “Best of atré” based on performance indicators of the previous fiscal year of each atré store, such as sales, process evaluations (additional points applied according to the number of regional contributions, compliments from customers, etc.), and then we present an award to that shop.



Improvements in the environments of our staff areas

We renovate staff lounges (breakrooms), restrooms, and the like when necessary.

■ Environmental improvements

