

[www.watabe-wedding.co.jp](http://www.watabe-wedding.co.jp)



## CORPORATE PROFILE

The Day, Never Gone.  
WATABE WEDDING

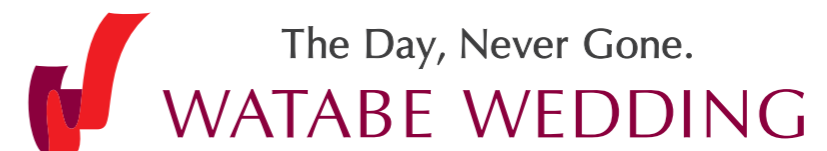


It is the day to convey the feelings  
in your own words to the one you love.  
Our mission is to help create such a  
special day with sincerity.

The wedding venue, attire and presentation-  
Everything prepared for the day  
is filled with your thoughts.

Each one of them becomes memorable  
and will be the foundation  
of a long life you two will live together.

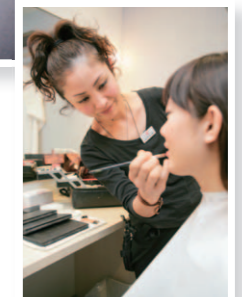
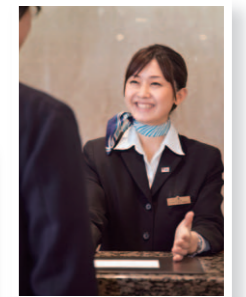
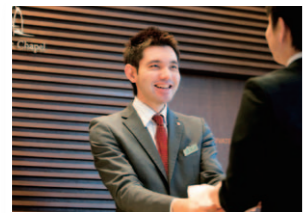
We truly believe in these.



## Watabe Wedding's Growth Strategy

Customers of wedding industry market seek new values.  
We create a sophisticated life culture through cordial services and knowledgeable proposals.

Watabe Wedding Group assures customers by adapting all available resources.  
Taking advantages of our broad global network of 74 facilities in Japan and 31 overseas (as of June 30, 2013), as well as human resources with extended hospitality, Watabe Wedding Group brings together diverse services regarding all our weddings in Japan and overseas, and achieves services and support based on cordial services and knowledgeable proposals. Our Group strives to become a consulting-style bridal industry that engages various requests from each customer and makes proposals of additional values.



## Service and Support

We take pride in working for Watabe Wedding Group and possess a strong sense of professionalism as a member of the wedding industry.



## Enhancement of Human Resources

The source of our strength is the hospitality shown to our customers by each Watabe corporate member. We provide products and services designed to accommodate the needs of a wide range of customers, and above all, warm hospitality that cannot be handled by a guidance book. It is something that must be tailored directly to respective customers. We create a workplace where corporate members can improve their interpersonal skills by focusing on enhancement of human resources, and afford corporate members an environment to elevate themselves so they could aim for the group leaders in the future. Doing so, we improve the quality of services and hospitality.

## President & C.E.O. Message

Since it was established as a costume rental store in Kyoto in 1953, Watabe Wedding Group provides customers responding to their requests with sincere hospitality. We try to bond families worldwide tighter and support them to obtain unforgettable memories. To this day, Watabe Wedding Group remains committed to contributing to the happiness and harmony of customers, stockholders, clients, corporate members and the society.

Our founder, Fuji Watabe, started volunteer work by lending her own bridal clothes free of charge on the idea that she just would like to please others. Since this was provided the opportunity

to found the company, we define the basic principle of our management as the creation of a sophisticated life culture through cordial services and knowledgeable proposals.

In order to realize the belief based on this principle, we commit ourselves with all our heart to above all assist in creating that irreplaceable day for our customers, and to give shape to their ideas in more excellent ways than anyone else possibly could.

Taking into account such beliefs, we have produced a new company slogan, "The Day, Never Gone." to respond to customers' any

different ideas and values in the current bridal market.

Belonging to and feeling a responsibility to this industry for years, we propose a new structure and values that can help each employee utilize such beliefs and help realize the feelings customers want to convey.

Watabe Wedding Group is ready to meet that challenge and looking forward to the opportunity of serving you.

President and CEO  
Hidetoshi Watabe  
渡部 敏



## Strengthening Our Domestic Wedding Business

In Japan, 30% of couples marry without holding ceremonies or receptions. Watabe Wedding Group comprehends the importance of understanding the value and needs of this group and intends to develop new types of weddings. This will also create significant value to our company group.

In domestic wedding business, we reinforce photo business, such as just-photo wedding (marriage without any ceremonies and just taking photos) and anniversary packages. Alternatively, with our resort wedding business, we have developed products for couples like "Wedding with Children" and "Wedding for Bonding Families". We offer products and services that cannot be found anywhere

else except from Watabe Wedding Group. As a consequence, we create new value in the domestic wedding market.



## Expansion of Wedding Business in Asia

Our group offer wedding services in Asia. At present, we take advantages of our global network developed primarily for Japanese couples. We are now strengthening overseas wedding service lineups for Asians. We have also created lineups of wedding services for local communities in both Taiwan and Singapore.

With our extensive expertise, know-how and Japanese warm hospitality, we consolidate wedding business in Asia. Moreover, we expand influence of our services and network as a growing global company in Asia.



## Watabe Philosophy

### Weddings and Anniversaries

### Watabe Wedding Group Creates Wonderful Lifestyles

Our management philosophy states "We create wonderful lifestyles and contribute to accomplish a contented society through our cordial services and wise proposals." We provide planning and conduction of wedding ceremonies, photography and dress businesses in Japan and overseas. Each business functions as a profitable source and it drives the growth of sales.

### 1 Resort Wedding Business

Watabe Wedding Group, as a leader in the wedding industry, offers exclusive high quality resort wedding services. We propose the new "Resort Wedding Heart" plan, which integrates the quality of Japanese hospitality into attractive locations in Japan and overseas.

### 2 Photography Business

Photographs and videos taken at wedding ceremonies are things to be treasured for the rest of your life. From wedding plans, photo shootings and album productions, we handle all of them in-house. Together with these activities, we achieved quality improvement and cost-reduction. Watabe Wedding Group offers such fabulous services that customers would like to repeat taking family photos on each anniversary.

### 5 Domestic Local Wedding Business

In a mature bridal industry market, it is important to develop wedding services that accommodate the needs of individualization and diversity. We provide community-based services with great sensitivity by using network of Watabe Wedding Group.

*Field of Business*

### 3 Costume Business

Wedding dresses, tuxedos and other formal wear offered are manufactured at Watabe Corporation's directly-managed factories in Shanghai and Vietnam. Watabe Wedding Group offers a diverse selection of attractive designs of high qualities which meet needs of individuals. We also have best collections for our rental costumes.

### 4 Asian Business

Our wedding business in Asia is being developed with the knowledge cultivated in Japan. We propose new wedding styles to Asians, who lead energetic lifestyles. And we target aggressive market development in Asia.

## Resort Wedding Business

### Industry Leader in Conducting Weddings

We will continue to convey fully the charm of resort weddings.

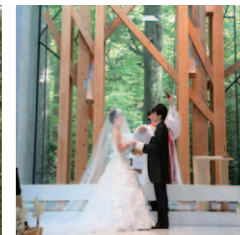
#### Overseas Wedding

Watabe Wedding Group first established an oversea branch in Hawaii in 1973. Since then, we have supported huge number of customers as the leading company. Our business has always emphasized satisfying our customers by providing exotic locations and hospitality of Japanese high quality. Recently we suggest new styles of weddings that put emphasis on family ties. For example, there is "Baby and Wedding", in which a baby participates in the wedding ceremony, and there is something called "Thank You Wedding" or "Family Wedding". In this ceremony, couples express their gratitude to their families. Watabe Wedding Group is committed to promoting fascination of resort weddings.



#### Domestic Resort Weddings

In response to diversifying customer needs, Watabe Wedding Group made inroads in Okinawa in 2003. Okinawa is now one of our most popular destinations for customers, who wish to celebrate an at-home style wedding at a resort area. It has numerous tourist attractions with a sense of easiness. Weddings at Kyoto, Hokkaido and Karuizawa are attractive for their seasonal scene features. These locations are also popular for being capable of family sightseeing after the ceremonies. In addition, we conduct weddings that customers can appreciate Japanese traditions and cultures, such as ceremonies at important cultural properties and garden-style weddings with abundant greenery even in the heart of the city. Watabe Wedding Group affords a variety of wedding plans focused on Japanese cultures and traditions.



## Topics

### Resort wedding that brings comfort and relief to families as well

リゾートで家族と、国内でみんなと。

ハート

The new "Resort Wedding Heart" plan produces a wedding ceremony where you can convey your feelings of gratitude to the important people in your life in a relaxed manner. This is a new style of wedding ceremony that allows you to express love and consideration to your parents through a family trip. Our group aims at creating closer bonds within families and irreplaceable memories in a fashion more excellent than can be found anywhere else. In addition, as the first company to support a resort wedding, in order to help customers convey their feelings to the people they want to deliver them to, and in such a style as they wish while creating unforgettable memories, we added a new idea to the resort wedding and produced a new wedding style, "Resort Wedding Heart". The "Resort Wedding Heart" plan provides a new wedding style by combining a wedding ceremony at resorts where you can convey your feelings of gratitude to your parents in a relaxed manner, and a presentation party in Japan after returning. We desire the "Resort Wedding Heart" plan to appeal to people throughout the world, and aim to expand the market. Also, as a leading company in the bridal business, we deliver the meaning and values of holding a wedding ceremony for as many customers as possible.



With families  
Resort wedding ceremony + Family trip

To all guests  
Presentation in Japan

Presentation once with relatives and friends Mix Style	Presentation twice for divided groups of relatives and friends Double Style	Presentation using postcards or SNS Message Style
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## Photo Business

### In-house Produced Photos, Wedding Albums and DVDs Improve Production Efficiency and Qualities

To approach customers who give importance to photos or who had to give up wedding ceremonies (marriage without weddings), we prepare perfect photo shooting plans at photo studios and wedding facilities. Albums and DVDs are produced at Okinawa's company edit center as in-house productions. In addition to the quality improvement, we achieved cost reduction and production efficiency. We shoot not only conventional styles, but also fashionable popular modeling styles. We will continue to build up family ties through photos.



## Dress Business

### Manufacturing High Quality Wedding Dresses and Tuxedos

Watabe Wedding Group is a “total bridal business supplier”, who owns the function of a manufacturer of formal wear for weddings.

Wedding dresses must be designed to fit both the bride herself and the wedding scene. To this end, Watabe Wedding Group has compiled a library of more than 90 different designs, each of which can be customized to show the bride in her ultimate beauty. Watabe Wedding Group opened its first wedding dress factory in Shanghai, China in 1993. After that, Watabe Wedding Group opened other facilities including a tuxedo factory and a photo album factory. With these facilities, Watabe Wedding Group creates products with high quality and additional values.

In 2006, Watabe Wedding Group also opened a wedding dress factory in Vietnam and unified the manufacturing system and the selling system, and made it easy to propose all-around new products that reflect needs of customers. As for the Japanese-style formal wear, kimono, it is the core of our rental business since the foundation, and we fully-equipped a system that enables customers to book the highest quality products.



## Asian Business

### Bringing Japanese Warm Hospitality to Growing Asia Market

Our goal is to become a leading company in Asia market.

Watabe Wedding Group is planning to exploit the distinguished growing Asia market aggressively. We take every advantage of Japanese hospitality and know-how we have cultivated for long as a leading bridal company. We support “Asian Local Weddings” in which Asian people hold weddings in their hometowns, and “Asian Destination Weddings” in which people from overseas choose Asia for wedding destinations. Recently Okinawa, Hokkaido, Guam and Bali are popular as overseas wedding destinations among couples in Hong Kong, Taiwan and China.



## Topics

### New Chapel "ULU SHANTI" Open in Bali Islands in Autumn 2013!

We hope you will have a beautiful and quiet ceremony with precious guests while being surrounded by nature comfort and hospitality.

Infusing such wishes into this chapel, we named it "ULU SHANTI" which means comfort, peace, and quiet in Balinese. With a focus on arrangement, hospitality, and treatment, we offer delicate treatment with a smile and warmth especially provided in Bali. We give extraordinary space, quality moments, and healing experience in the modern Balinese style to brides from all over the world.



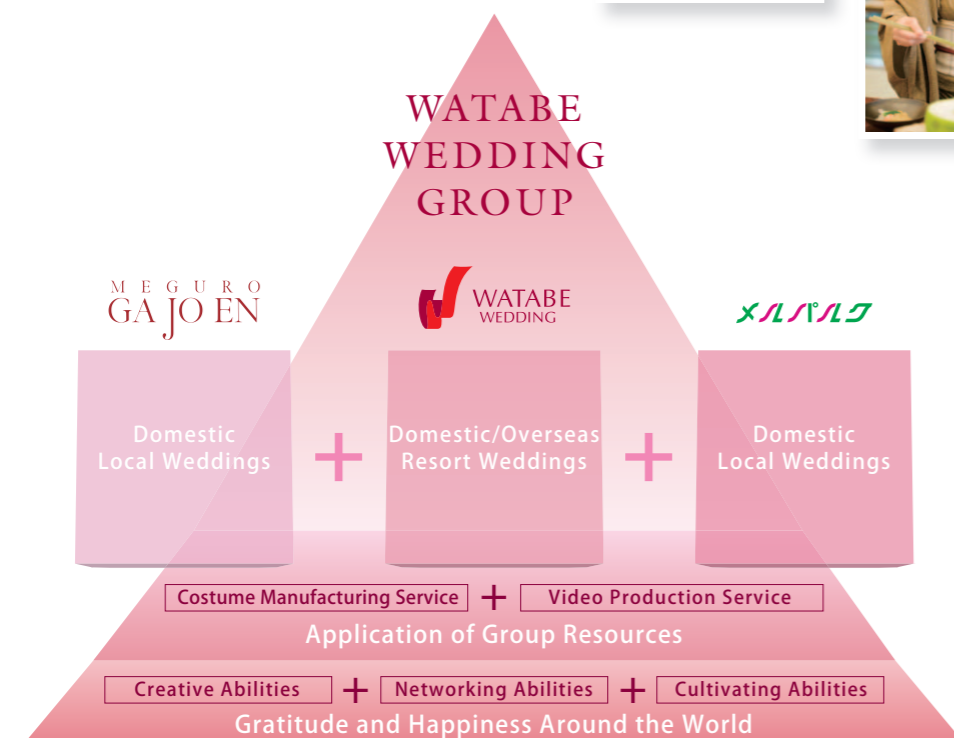
## Domestic Local Wedding Business

Keeping Abreast with Individualized and Diversified Needs in the Domestic Wedding Market

We are expanding our group for the purpose of contributing to community-based services.

So as to improve comprehensive services offered in the domestic market, we affiliated Meguro Gajoen in 2004 and repurposed existing facilities and skills for wedding ceremonies. Mielparque Corporation in 2008, and in 2010 we affiliated Anniversary Court Racine as a member of the group and focused on providing community-based wedding services.

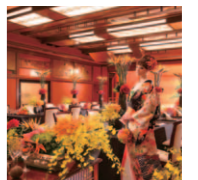
Encouraging local wedding services in Japan is not only essential for expanding market share, but also has synergy effect on our costumes and image businesses. We will highlight characteristics and establish brands of respective subsidiary companies, targeting cost reduction and overall business enhancement.



## Meguro Gajoen

Meguro Gajoen is the oldest wedding facility with reception halls. It is popular for its unique fusion of traditional and modern elements, having features of a luxurious combination of Japanese and western styles. Meguro Gajoen marks its 85th anniversary in business in 2013, and offers various plans to make customers enjoy more our proud Japanese culture and tradition as well as hospitality.

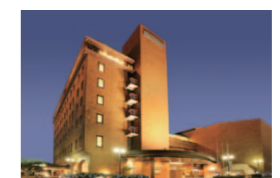
Meguro Gajoen launched event services in the brand name of “SHUKUGASAI”. It supports celebrating important milestones, such as graduations, anniversaries or retirements. Meguro Gajoen makes improved propositions for wonderful lifestyles and intensifies services of these events in purpose of making customers reaffirm stronger family ties.



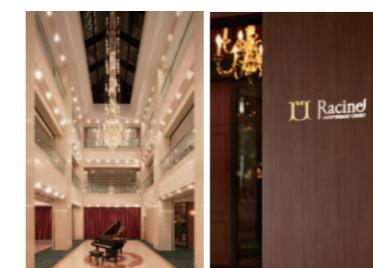
## MIELPARQUE

Mielparque Corporation operates hotels at 11 locations nationwide hoping to create impressive and eventful moments. Mielparque Corporation wants to satisfy customers of the local communities most and give impressive moments by providing mindful services on each event, mainly on weddings.

One of our services called “Just-photo wedding” (only photos are taken.), which captures your memories in photos, offers a set of rental formal wear and photo shootings in front of a chapel or a shrine. This service bestows the feelings and experience of a wedding ceremony, which is popular with couples who choose not to hold a wedding ceremony. Facilities are renovated sequentially and their functions improved. At the same time, Mielparque Corporation enriches its human resources to upgrade its service as a whole, keep a close relationship with the local community, and continue to pursue customers' satisfaction by offering products and services which respond to individual needs.



ANNIVERSARY COURT Racine





## Volunteering for a Moment Full of Thankfulness and Blessings Delivering the Passion of the Foundation to the Future

After the war in 1945, demobilized soldiers came back one after another. Those unmarried adolescents raised a huge wedding boom. In spite of poverty, parents' thoughts grew stronger. They wanted their daughters to wear wedding dresses by all means, or at the very least take a single shot of the wedding. But the desperate thing was that there was no wedding kimono. When Watabe's founder Fuji was consulted about this situation, she willingly offered to lend her own wedding kimono for free. The reputation went around the town but there was only one kimono. That was not enough, so Fuji asked relatives and even friends for support and prepared a number of kimonos for brides.

Watabe Ishoten (costume store) was founded in July 20, 1953 after this virtue was continued for eight years. Watabe Wedding Corporation will continue to offer "a beautiful start of a new phase of life" to as many couples as possible. Without forgetting this basic for good, we intend to support the moment full of thankfulness and blessings.



The original Watabe Ishoten



Founders, Fuji Watabe and Taiji Watabe