

Oct. 29. 2020

Haneda Future Research Institute Incorporated

Marubeni Corporation

Haneda Future Research Institute Incorporated and Marubeni Corporation Launch Cross-border e-commerceWebsite and Begin Test Marketing

~Feasible Study of the "JAPAN MASTERY COLLECTION" Branding Business, Providing Global Access to Japan~

Haneda Future Research Institute Incorporated (hereinafter, "HFRI") and Marubeni Corporation (hereinafter, "Marubeni") have agreed to jointly launch the "JAPAN MASTERY COLLECTION" (hereinafter, "JMC") brand and as of today have begun test marketing through a proprietary cross-border e-commerce website (hereinafter, "EC Site"). In addition to selling products selected by the JMC brand, the EC site will also sell original JMC brand products.

During the JMC branding commercialization process, HFRI and Marubeni will not only operate the EC site, but will also look to develop it as a platform that connects producers with customers, as well as regions of Japan with other countries, in cooperation with actual stores.

At the same time, we will adapt valuable Japanese traditions and culture to suit modern lifestyles, endowed with the value of the JMC brand and its global reach, and return the profits from the sales of these products to the producers, thereby contributing to regional revitalization.

This project will utilize the expertise of HFRI, which works to refine and promote the appeal of various regions in Japan at Haneda Airport, a hub for connecting "people, goods and information", and combine it with Marubeni's information gathering, and domestic and international network and sales channel development expertise to promote a multifaceted, scalable approach.

**【About JMC Brand】**

Our mission is to bring new value and joy to people's lives by adding modern sensibilities to Japanese traditions, culture and technology, with a focus on "regional revitalization", "transmission of art and culture", and "development of human resources", with the aim of enriching people's lives and time.

We will build a network of producers, artists, local governments, and other related parties, and contribute to the development of human resources in related fields through our activities.

**■Brand-Statement**

Innovative to Tradition  
Imaginative to Culture

In an era of material abundance, how do we define true luxury?  
JAPAN MASTERY COLLECTION provides a new definition to richness.  
Innovation brings forth new value to the cherished tradition and culture of Japan.  
Our responsibility is to preserve the aesthetics and technologies of Japan  
and pass it down to the next generation.  
The future story is written through connecting tradition and present times.  
Innovative to tradition. Imaginative to culture.  
Experience JAPAN LUXURY like never before.

**【cross-border e-commerce】**

<https://www.japanmasterycollection.com>

**【Company Information】****■ About Haneda Future Research Institute Incorporated**

Established : July 2018  
President : Hiroshi Onishi  
URL : <https://www.haneda-the-future.com/>  
Place : Terminal 1, 3-3-2 Haneda Airport, Ohta-ku, Tokyo  
Main business : Haneda Future Research Institute is a subsidiary of Japan Airport Terminal Co., Ltd., which is responsible for the construction, management, and operation of Haneda Airport's passenger terminals. Taking advantage of the knowledge and potential inherent in the HANEDA brand, our mission is to drive new business innovation and to be a gateway for art and technology.

**■ About Marubeni Corporation**

Established : Dec 1949  
President : Masumi Kakinoki  
URL : <https://www.marubeni.com/en/>  
Place : Tokyo Nihombashi Tower, 7-1, Nihonbashi 2-chome, Chuo-ku, Tokyo  
Main business : Marubeni Corporation and its consolidated subsidiaries use their broad business networks, both within Japan and overseas, to conduct importing and exporting (including third country trading), as well as domestic business, encompassing a diverse range of business activities across wide-ranging fields including lifestyle, ICT & real estate business, forest products, food, agri business, chemicals, energy, metals & mineral resources, power business, infrastructure project, aerospace & ship, finance & leasing business, construction, industrial machinery & mobility, and next generation business development. Additionally, the Marubeni Group offers a variety of services, makes internal and external investments, and is involved in resource development throughout all of the above industries.

**【Contact】**

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The information in this news release is current on the date of the announcement. Please note that the information is subject to change without notice.