

# TOKYO●LIFE

TOKYOLIFE is the pioneering and favorite lifestyle retail chain store in Vietnam , offering a wide range of apparel, accessories, housewares, and personal care products, etc.

TOKYOLIFE is responsible for creating great products with reasonable price that can sell to everyone. We firmly believe that Japanese-quality products can significantly enhance the quality of life for people in Vietnam.

Additionally, we are committed to incorporating the values of Japanese culture, such as discipline, responsibility, conscientiousness, and innovation, into our products and services. Building trust is at the core of everything we do, guiding our principles and practices.

In 2016, a partnership agreement was signed between TOKYOLIFE and Will Japan International, resulting in the opening of the first 20 stores.

As of July 2024, TOKYOLIFE operates 162 stores across Vietnam



# TOKYOLIFE CORE VALUE:

## **Customer-Centric Approach**

We prioritize our customers in everything we do, ensuring their satisfaction and exceeding their expectations.

## **Accountability and Commitment**

We take full responsibility for our actions and are committed to delivering on our promises.

## **Teamwork, Support, and Unity**

We foster a culture of collaboration, where team members support and uplift each other to achieve shared goals.

## **Integrity**

We act with honesty and transparency in all our dealings, upholding the highest ethical standards.

## **Passion and Speed**

We approach every task with enthusiasm, striving for excellence and efficiency in everything we do.

## **Continuous Learning and Innovation**

We embrace a growth mindset, continuously learning, and seeking new ways to innovate and improve.

## **VISION:**

**By 2026, TOKYOLIFE aims to serve and satisfy 10 million customers, establish itself as a trusted manufacturing and retail company, and secure a leading position in Vietnam's fashion industry.**

## **MISSION:**

**TOKYOLIFE is committed to providing Vietnamese customers with high-quality products at reasonable prices, backed by genuine and transparent information.**

**We are dedicated to fostering a respectful, fair, and supportive work environment filled with care and collaboration.**

**TOKYOLIFE actively contributes to society by participating in environmental conservation initiatives and creating thousands of jobs for people of all abilities, both with and without disabilities.**



# TOKYO LIFE

## SHOWROOM





# TOKYO LIFE

SHOWROOM





# TOKYO LIFE

## PRODUCT

**FAST FASHION** (TRENDING STYLE), **SMART FASHION** (KEEP WARM, UV BLOCKING)

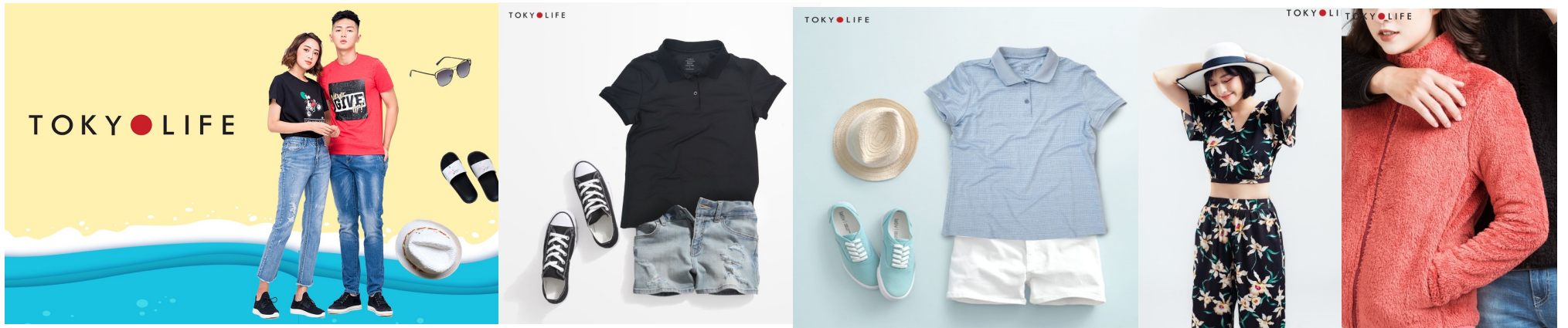




# TOKYO LIFE

## PRODUCT

### BASIC FASHION: MEN/WOMEN/KIDS/BABIES



# TOKYO LIFE



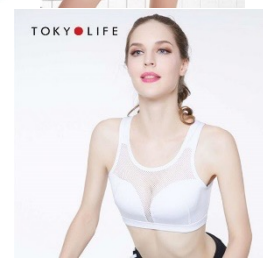
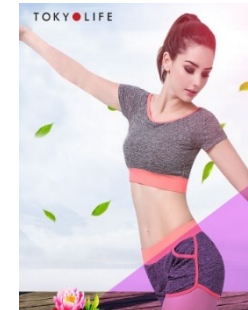
TOKYO LIFE

PRODUCT

ACTIVE WEAR, UNDERWEAR



SMART UNDERWEAR

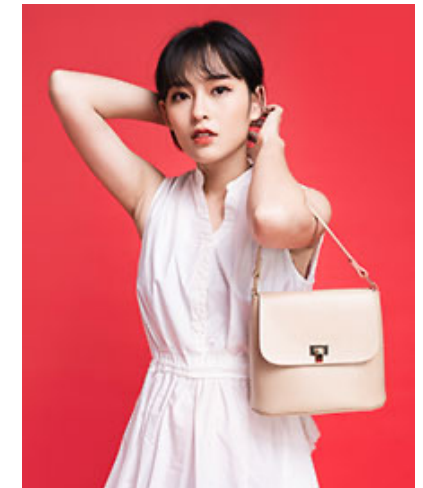


TOKYO LIFE

# TOKY●LIFE

## PRODUCT

### ACCESSORIES: SHOES, SANDALS, BAGS, CLUTCH, WALLET...



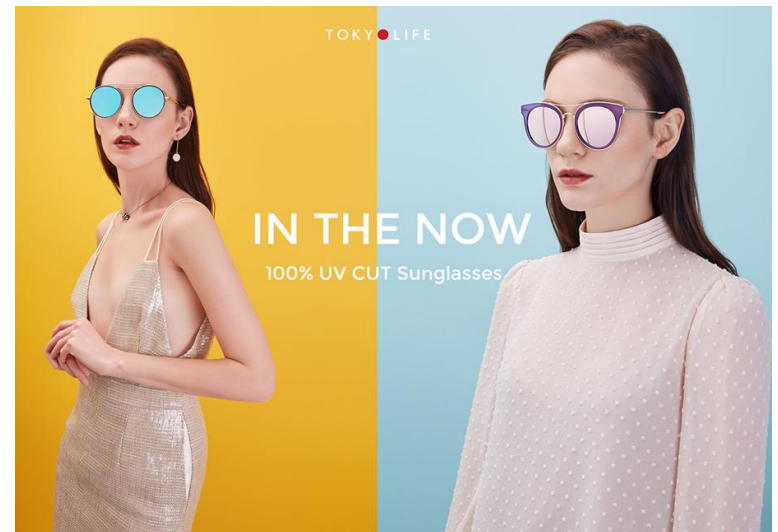
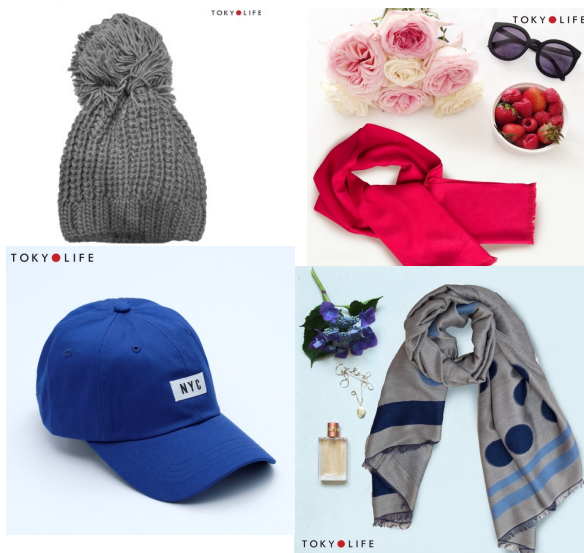
# TOKY●LIFE



# TOKYO LIFE

## PRODUCT

### ACCESSORIES: SEASONAL PRODUCTS (Swimwear, sunglasses, pantyhose, scarf, hat, gloves...)



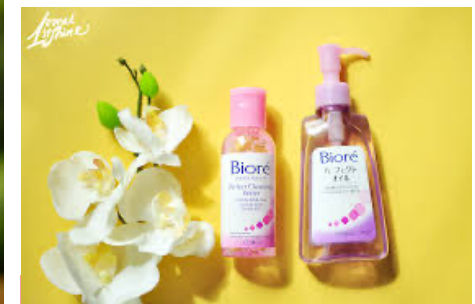
# TOKYO LIFE



# TOKYO LIFE

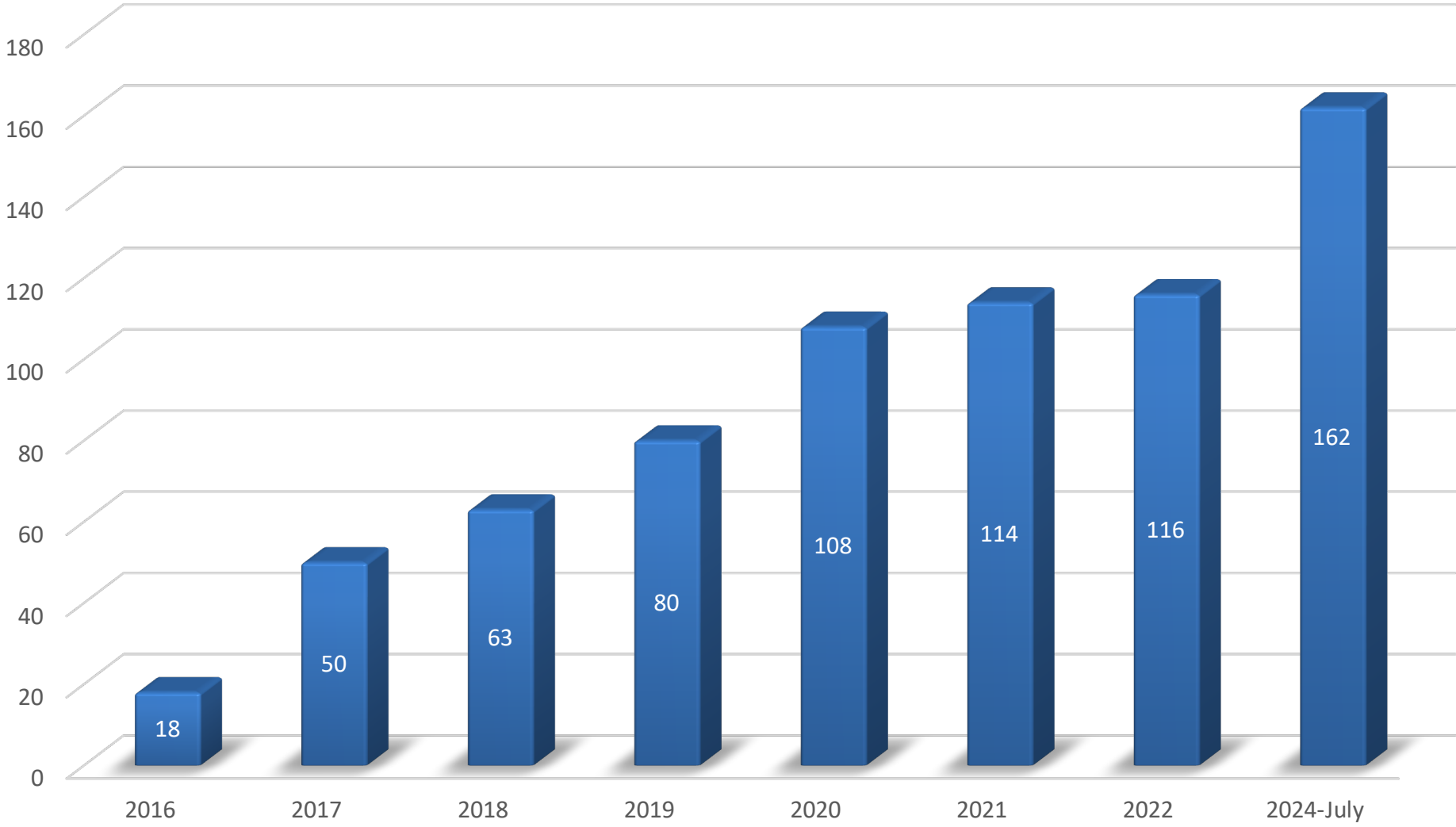
## PRODUCT

### HOUSEWARES & PERSONAL CARE (Kitchenware, bedding, cleansing products, cosmetics, essential oil, baby products...)



# TOKYO LIFE

# NUMBER OF STORES



TOKYOLIFE



# SALE SEASONS





## SOCIAL ACTIVITIES

We have employed 142 disabled people working at garment workshops, at stores and office as of October, 2024.

They are our FORLIFE ANGELS.



**FORLIFE ANGELS**



TOKYO LIFE

# Human Act Prize 2023



The "Angel" project – Creating sustainable jobs for people with disabilities by TOKYOLIFE honored

The project was recognized as a Promising Project at the Gala for the "Human Act Prize 2023."

(\* ) The Human Act Prize is a program with the mission of seeking and honoring individuals and organizations that make positive contributions to society through reputable community initiatives and projects that bring long-lasting and sustainable impact. The program is organized by *Nhân Dân* newspaper and VCCorp Joint Stock Company, with the theme in its first year being "Pioneering Marks," to honor those who dare to lead and commit to the community despite facing numerous challenges and obstacles.



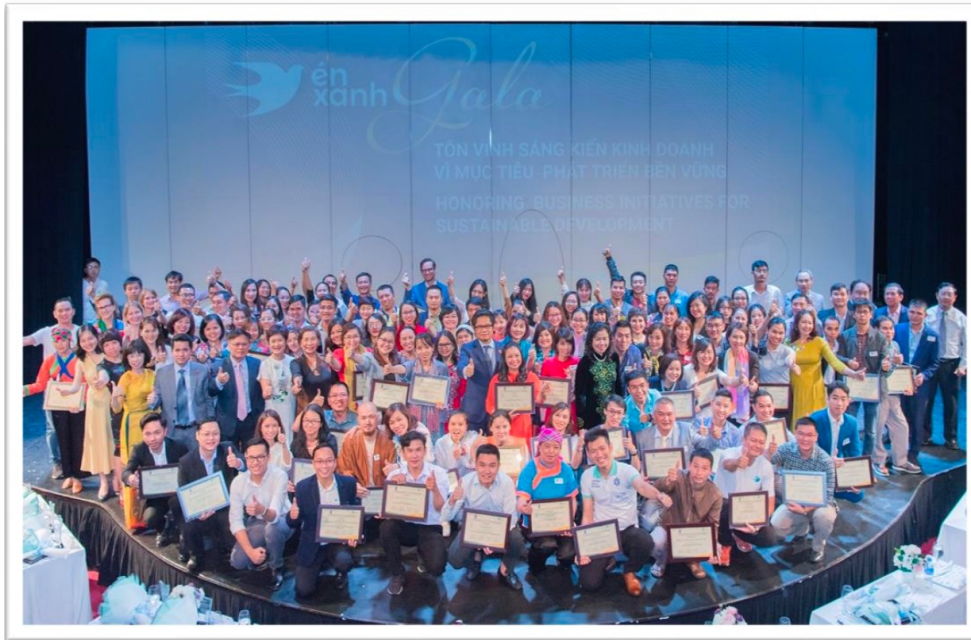
## SOCIAL ACTIVITIES

- “Say NO to plastic” campaign:
  - The Group motivates customers to use environmentally-friendly reusable bags by producing and selling reusable fabric bags to customers, this is non-profit social activity.
  - TOKYOLIFE has stopped providing free plastic bags in store since May, 2019





# TOKYOLIFE Wins the 2019 Én Xanh Award



With decisive solutions to reduce plastic bags and efforts in creating sustainable jobs for people with disabilities, TokyoLife was honored to receive the 2019 Én Xanh Award.

The Én Xanh 2019 competition, organized by the Vietnam Chamber of Commerce and Industry (VCCI), the Center for Social Initiatives Promotion (CSIP), the Vietnam Union of Science and Technology Associations (VUSTA), and the United Nations Development Programme (UNDP), seeks to recognize and honor businesses with initiatives that contribute to the community, address social issues, and protect the environment.

**THANK YOU!**



TOKYOLIFE

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