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Company name: MAC HOUSE CO.,LTD.  
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Representative Director  
and President  
(Securities code : 7603; TSE  
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## MAC HOUSE and Nissen Announce Strategic Partnership for Shop-in-Shop Expansion

~Joint Promotion of Lifestyle Proposals for Working Women through Nationwide Store  
Network and E-commerce Integration~

MAC HOUSE CO., LTD. (Headquarters: Suginami Ward, Tokyo; President and CEO: Koji Ishino) and Nissen Co., Ltd. (Headquarters: Minami Ward, Kyoto City; President and CEO: Jun Habuchi) will enter into a business alliance agreement for shop-in-shop development targeting working women in their 30s to 50s.



### ■Partnership Overview | Leveraging Both Companies' Strengths

By combining MAC HOUSE's nationwide store network with Nissen's e-commerce operational capabilities, private brand development capabilities, and membership base, we will accelerate growth in the ladies' category. Through new shopping experiences that leverage both companies' strengths, we aim to enhance customer loyalty and develop new customer segments.



## ■Background | Responding to Diversifying Lifestyle Needs of Working Women

The lifestyles of working women in their 30s to 50s are diversifying, and demand is increasing for high-quality daily wear that can be utilized in various settings from office to private life. There is particularly strong interest in lifestyle proposals that combine apparel and accessories that are 'suitable for both work and private life' and 'can be coordinated to express individual style.' The OMO (Online Merges with Offline) strategy, which integrates the experiential value of physical stores with the convenience of e-commerce, has become crucial.

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### [Company Profile]

Nissen Co., Ltd.

Representative: Jun Habuchi

Location: 26 Nishikujo-incho, Minami Ward, Kyoto City

Business Description: Mail-order sales of clothing, interior accessories, and other items

Corporate Website: <https://info.nissen.co.jp/>

MAC HOUSE CO., LTD.

Representative: Koji Ishino

Location: SKT Building 6F, 1-7-7 Umesato, Suginami-ku, Tokyo

Business Description: Sales of casual clothing and related accessories

Corporate Website: <https://biz-mac-house.jp>

News List: <https://biz-mac-house.jp/news>