

# ITOCHU Announces Acquisition of Exclusive Right of Import and Distribution of KLÄTTERMUSEN of Northern Europe

November 15, 2018

ITOCHU Corporation (headquartered in Minato-ku, Tokyo; Yoshihisa Suzuki, President & Chief Operating Officer; hereinafter "ITOCHU") announced today that it has acquired the exclusive right of import and distribution in the Japan market of the authentic outdoor brand KLÄTTERMUSEN, offered by KLÄTTERMUSEN AB (headquartered in Sweden; hereinafter "KLÄTTERMUSEN"). ITOCHU will offer the brand from the 2019 fall and winter season through INS CO., LTD. (headquartered in Kita-ku, Osaka; Tokuo Miki, representative director and president; hereinafter "INS").

KLÄTTERMUSEN was established in Sweden, Northern Europe as a manufacturer of strong and sophisticated mountain-climbing equipment. Under the mountain-climbing philosophy of "maximum safety for you, minimum impact on nature," all products of the KLÄTTERMUSEN brand are carefully made with attention to detail, including designs with an emphasis on functionality, from the selection of raw materials used to the development of fabrics to enable lifetime wearability and an eco-friendly lifestyle. KLÄTTERMUSEN continues to provide safe and comfortable products for outdoor enthusiasts braving severe and unpredictable weather. It can equip even extreme adventures, from the frozen mountain tops of the Arctic region to the depths of South American caves, as a pioneering supplier of innovative products with a history of forty years.

ITOCHU will emphasize the worldview of the authentic outdoor brand KLÄTTERMUSEN, which had its beginnings in mountain climbing, targeting sophisticated men and women from their twenties to their fifties who value healthy and fashionable lifestyle, and expanding the offering of the KLÄTTERMUSEN brand in the Japanese market. Through INS's extensive experience and diverse sales network, ITOCHU will deploy the brand mainly in select shops, department stores and leading specialty stores around Japan to increase the brand recognition, targeting sales of one billion yen in terms of retail price within four years.

## Retail sales prices for major items (plus taxes for all items)

Outerwear	men's and ladies'	¥50,000 - ¥120,000
Pants	men's and ladies'	¥20,000 - ¥40,000
Backpacks	men's and ladies'	¥10,000 - ¥60,000

2018 fall/winter collection



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