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Otsuka Kagu to Open Store on Tmall Global as Part of Chinese Market Entry Strategy :Trial Open May 15, Official Open June 1

Otsuka Kagu, Ltd, the general home furnishing company (headquarters: Koto Ward, Tokyo; President: Kumiko Otsuka) has announced the establishment of their store on Tmall Global, a cross-border e-commerce site for Chinese consumers managed by Alibaba Group Holding Limited, in cooperation with High-Lines Co., Ltd., a cross-border e-commerce marketing company and Otsuka Kagu's business alliance partner.

Along with expanding its e-commerce business, Otsuka Kagu is also currently in a business partnership with Beijing Easyhome Investment Holdings Group Co., Ltd, a major Chinese furniture retailer (announced December 21, 2018) as well as a business and capital alliance with High-Lines Co., Ltd. (announced February 15, 2019) to support its entry into the Chinese market through cross-border e-commerce and other means.

As its first step into China, Otsuka Kagu will open in Tmall Global, a cross-border e-commerce site for Chinese consumers managed by the Alibaba Group, a Chinese IT conglomerate. Throughout its fifty-year history, Otsuka Kagu has offered high-quality furniture and interior goods from around the globe. With its discerning eye for good furnishing, Otsuka Kagu will offer the Chinese market a selection of quality products centering on "Made in Japan" items focusing on functionality, safety and original design among others that come from traditional techniques. Otsuka Kagu hopes to deliver a richer and enjoyable life to the consumers through their furnishings.

Otsuka Kagu plans to pursue further entry into the Chinese market with business partners, while proposing "refined lifestyle" to people inside and outside Japan.

Store Opening: Tmall Global

Website: <https://www.tmall.hk/>

Launch Date: June 1, 2019 (trial open from May 15, 2019)

Products: Stools and other goods from the well-established Japanese bentwood furniture maker Akita Mokka, as well as pillows, feather duvets, comforter covers, accessories, etc.

About Otsuka Kagu

With the objective of offering "refined lifestyle", Otsuka Kagu is Japan's only general home furnishing company that handles not only furniture sales but also repair and buying/selling of used furniture. Since publishing its management vision on March 10, 2017, the company has been engaged in corporate sales by proposing lifestyle solutions, as well as strengthening its offerings in interior design services by qualified experts, furniture rentals, and online and EC services.

Founded in 1969 in Kasukabe City, Saitama Prefecture, Otsuka Kagu celebrated its fiftieth anniversary on March 7 of this year. To commemorate this occasion, Otsuka Kagu will, in 2019, carry out reforms for the future and aim to win the hearts of customers even more.

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