

# **‘Preloved’ retail business in Kazakhstan**



**BOOKOFF GROUP HOLDINGS LTD**  
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**About 'BOOKOFF'**



Pioneer of secondhand market in Japan  
One of the largest secondhand chain in Japan



800 stores in Japan



28 stores Oversea

**Customers**

Buyback



Sell

**Customers**

## Annual data

Buyback : 390 mil pcs  
Sell : 260 mil pcs

**About 'JJJ'**

Customers

Buyback

**BOOK·OFF®**

Sell

Customers

Annual data

Buyback : 390 mil pcs  
Sell : 260 mil pcs

over  
Buyback



**re-sale**  
**in other country**

# 'Japanese Preloved'

Most of Japanese people like shopping.

Whereas they don't have enough storage space due to their small house.

They sell their stuff at secondhand stores.

Therefore, **Secondhand market has grown in Japan.**

While **most Japanese people put a premium on quality,** they have great respect for things they own, and would use them respectfully.

Hence **the 'Preloved' concept has become an integral part of Japanese culture.**

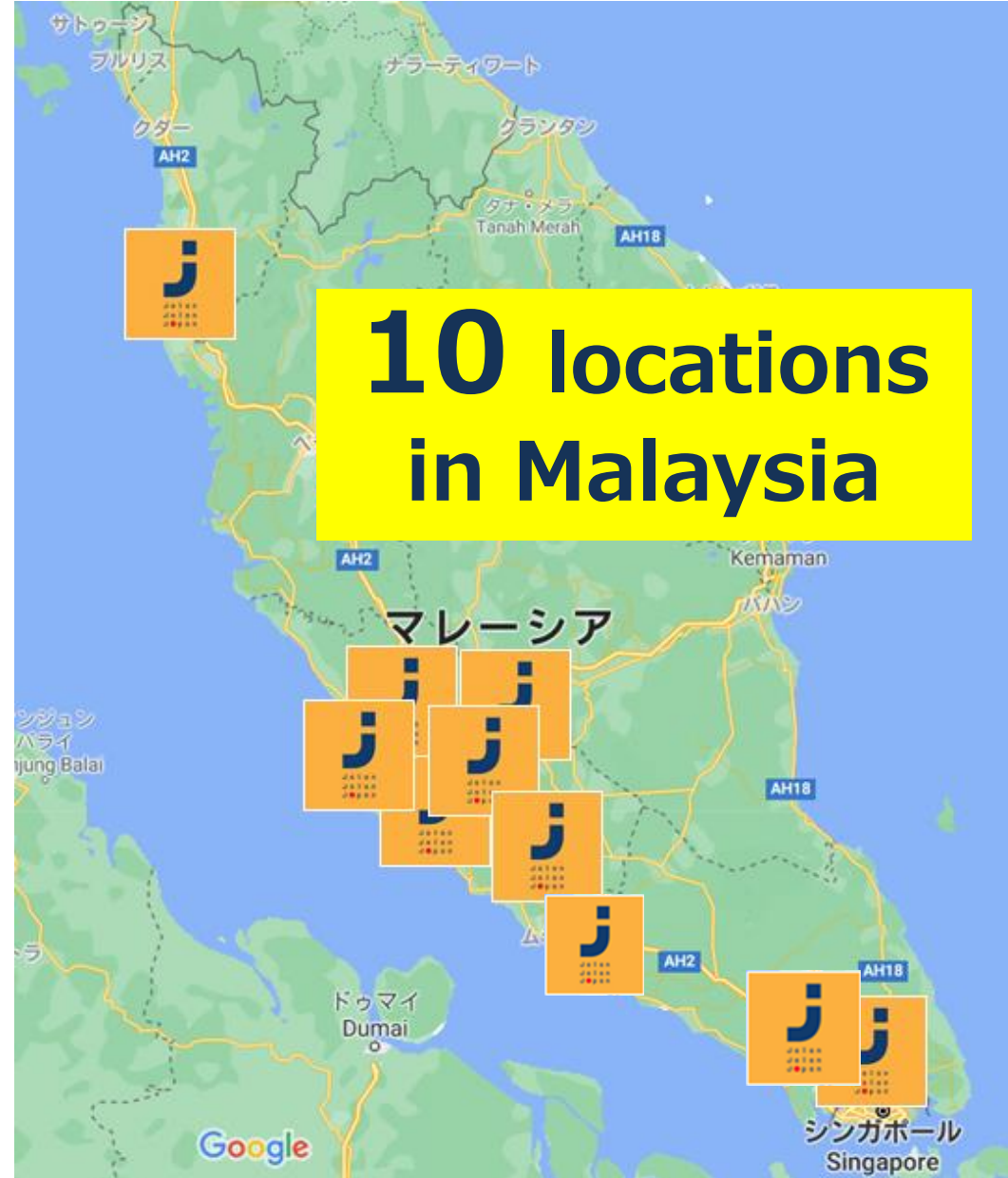
**'Japanese Preloved' means 'Good Condition'.**



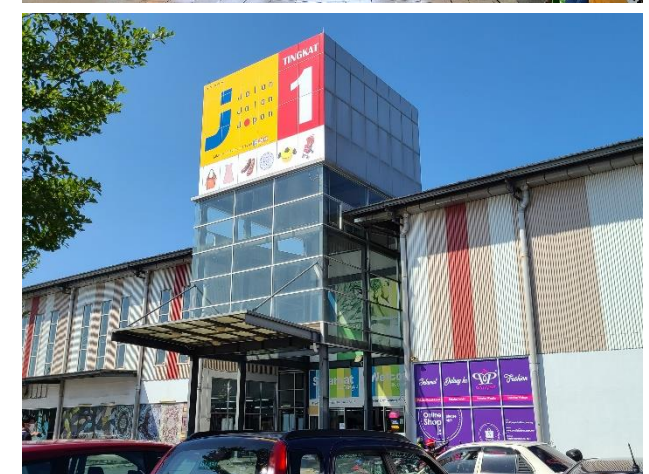
# 'JJJ' in Malaysia



1<sup>st</sup> store in 2016



10 locations  
in Malaysia













'JJJ' is not only retail, but **'Entertainment'** store



- ✓ enjoy **'Japan'**
- ✓ enjoy **'large selection'**
- ✓ enjoy **'full shopping cart'**
- ✓ enjoy **'treasure Hunting'**
- ✓ enjoy **'with Family'**
- ✓ enjoy **'unique fashion by small budget'**

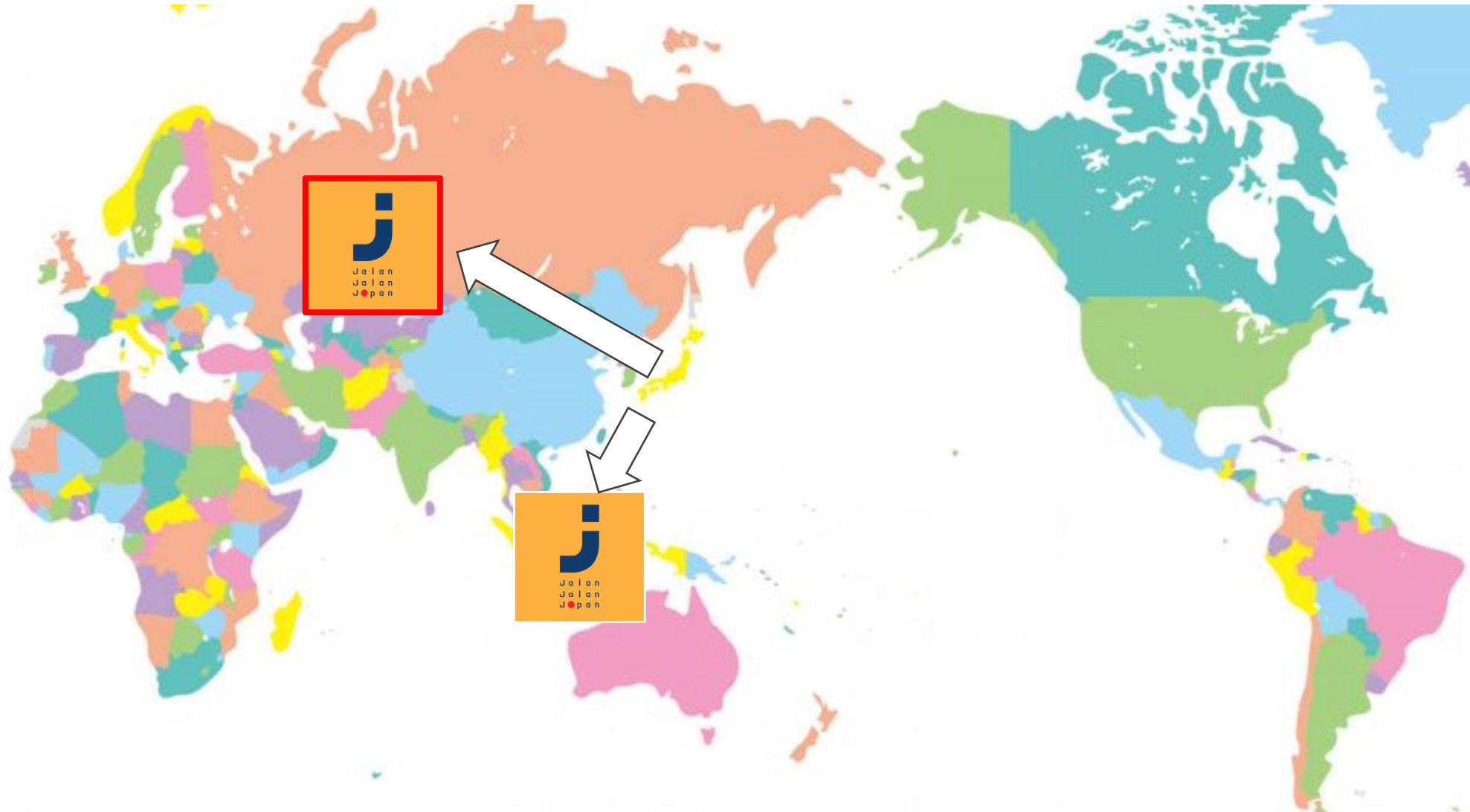
Used in Japan

Low price

Large stock

**‘JJJ’ in Kazakhstan**

# 'JJJ' in Kazakhstan



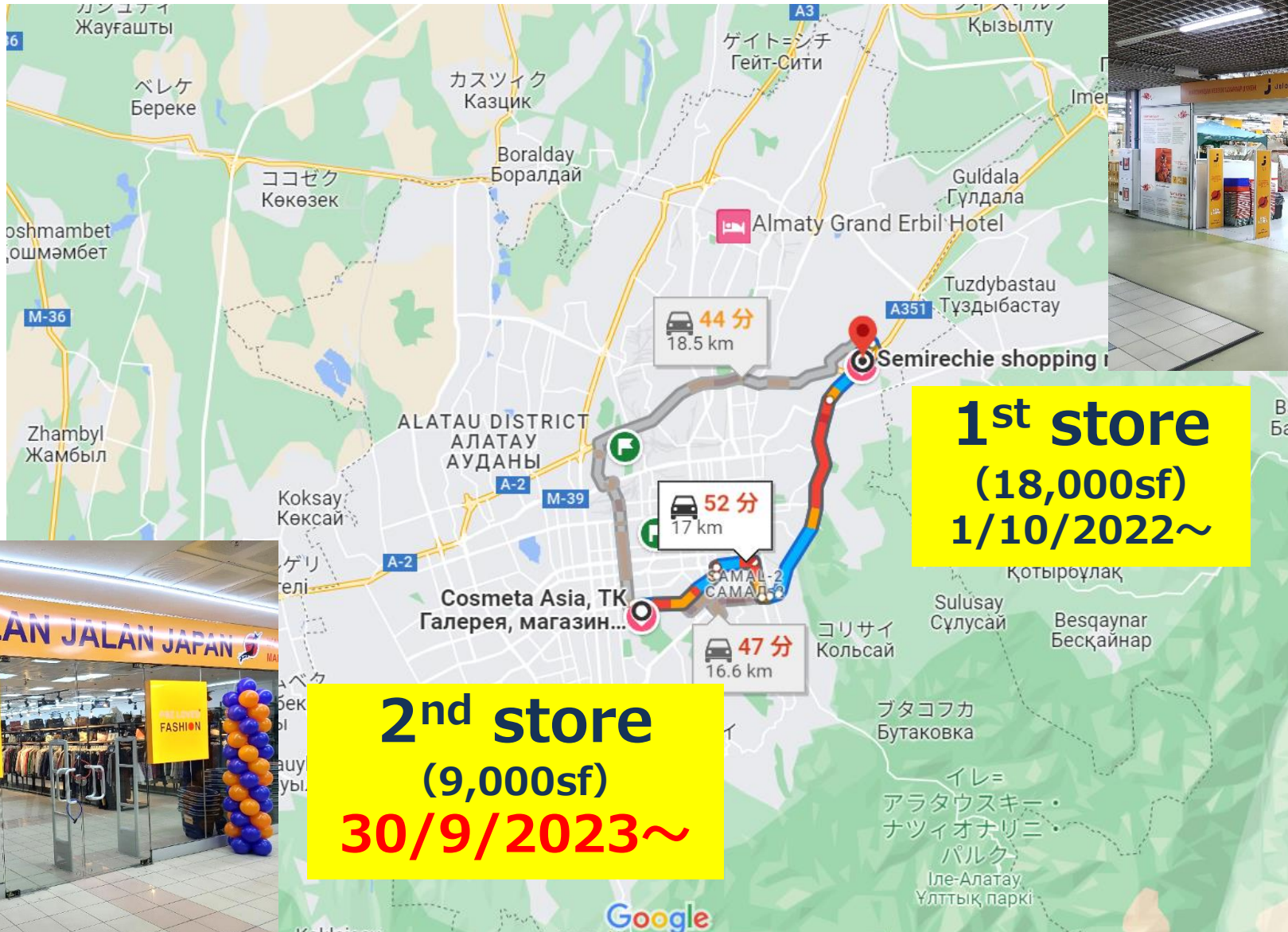


# Our partner in Kazakhstan





# 2 store in Almaty





# 1st 'JJJ'





# 2nd 'JJJ'





# Our plan by Joint Venture

We want to provide ‘Entertainment’ all over Kazakhstan



JV launched

	FY2023	FY2024	FY2025	FY2026	FY2027
locations	2	6	12	17	23



# Thank you

