

LEA MILLS AGENCY

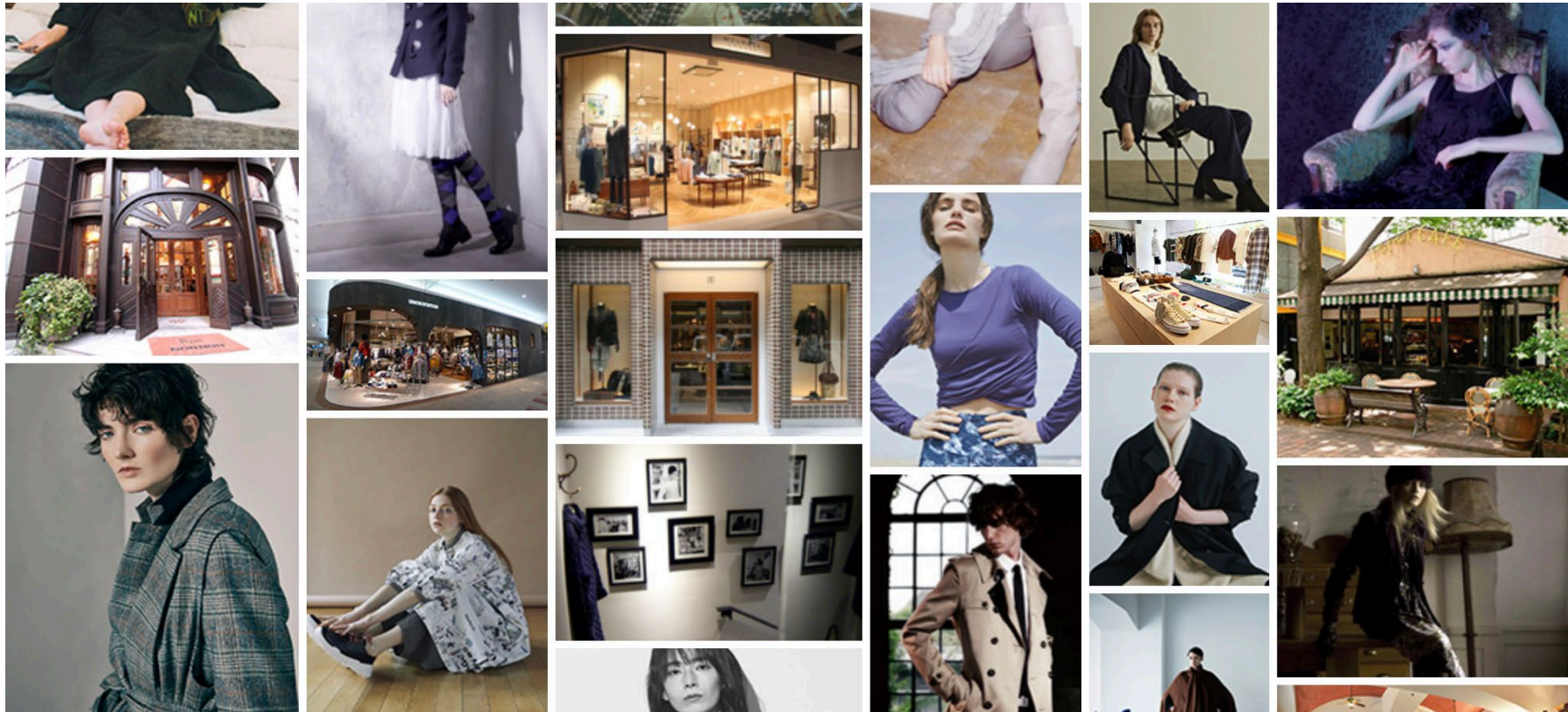
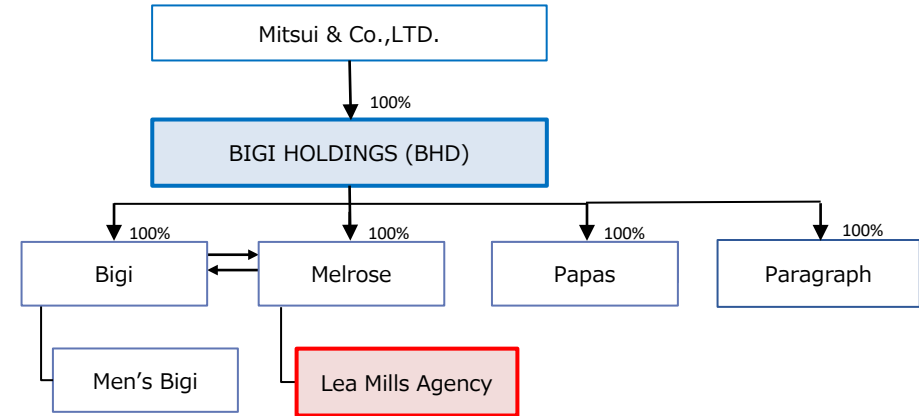
COMPANY PROFILE

June 2024

BHD Group Profile

- **Established** In 1970
- **Employee** 1,960
- **Shareholder** Mitsui & Co., Ltd
- **Revenue** 35 billion JPY (2023/Feb)
(50 billion JPY - Before Covid 19)
- **Number of Brands** 40 brands
- **Number of Stores** 592 stores
- **Business description** Designing, manufacturing, distributing and retailing apparel and accessory products.

BHD Group Organization (since June 2024)



Company name	: LEA MILLS AGENCY LTD. (www.lea-mills.co.jp)
Founded	: July 1988 (March 2018, 100% Acquired by Melrose/BHD)
Chairman	: Hitoshi Takeuchi (CEO / BIGI Holdings)
President & CEO	: Toshimasa Kajino
Company address	: 1-19-14 Aobadai Meguro-ku Tokyo 153-0042 Japan
Brands	: John Smedley, Armor lux
Number of stores	: John Smedley 11 stores, Armor lux 1 store
Wholesale doors	: 210 doors (in 2023)

Lea Mills Agency(LMA) is a company under BIGI Holding (BHD) – Japanese apparel company group and is engaged in the import distribution and licensing business of US/European luxury/premium brands in the Japanese market



JOHN SMEDLEY
THE WORLD'S FINEST KNITWEAR



Armor·lux



Global Brand



Win-win relationship for sustainable growth

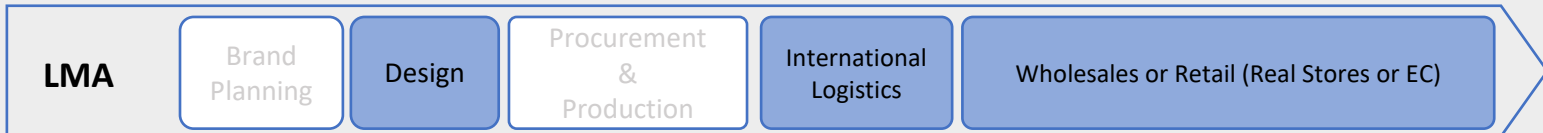
Lea Mills Agency (LMA)

Retail Shift X Products Expansion

1. Importing Original Products



2. Importing Custom-made Products by LMA's design ideas and requests



3. Localized (Licensed) Products by LMA's design and production



Japanese & Asian Market

LMA can adjust its business model and operations in Japan based on the brand holder's strategy and direction.

LMA's store operation (John Smedley stores)





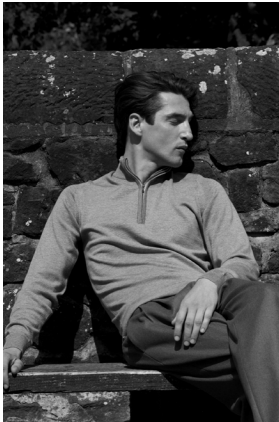
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HER MAJESTY QUEEN ELIZABETH II
MANUFACTURERS OF FINE KNITWEAR
JOHN SMEDLEY LTD LEA MILLS



BY APPOINTMENT TO
HIS ROYAL HIGHNESS THE PRINCE OF WALES
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JOHN SMEDLEY

THE WORLD'S FINEST KNITWEAR



LMA's brand visuals



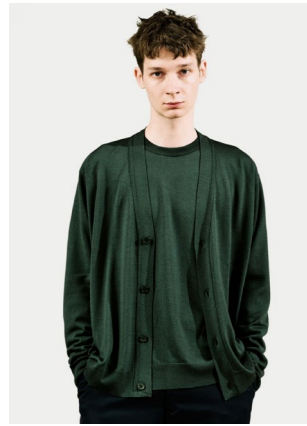
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