

RERA News VOL. 1

NEWS Release

To news media,



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Annual hospitality of Chinese New Year in RERA

Annual Chinese new year promotion in Chitose Outlet Mall RERA

Lottery and Japanese goods shop for a limited time

Giant snow slides and snowmen : Original hospitalities only in the open-air mall, RERA

Chitose Outlet Mall RERA (Property management company: PROD-EX Co., Ltd.) takes place the annual Chinese New Year promotion for twelve days from Friday Jan. 31 to Tuesday Feb. 11.

We prepare a lot of hospitalities (see details on the next page) and celebrate Chinese New Year together. We carry out events, such as "Garapon" lottery, free soup, and novelty presents, to make overseas customers fans of RERA that is strong in winter, and make them happy. As a special plan of this year, a Japanese goods shop and a gelateria open for a limited time.



Last year over one million overseas tourists visited Hokkaido. The number of visitors to RERA from Thailand has been increasing due to lifting a ban on visa and operating daily direct flight since last July, and also Malaysian customers are increasing.

The number of Taiwanese customers covers most of inbound customers and has been strongly increasing. One of its reasons is a TV program shot in Hokkaido. Visitors from China and Singapore were temporally decreasing, but it tends to recover because of weak yen and appealing as a country.

Our theme is making customers simply enjoy, and we provide satisfaction to everyone.



Campaign list of Chinese New Year

Jan. 31 (Fri) – Feb. 11(Tue)

| Item | Content | Place | Time |
|------------------------------------|---|---|-------------|
| New Shopping Concierge | Providing shop and mall information for overseas customers mainly to make their shopping fun. | Information in RERA Atrium, Orange Gate, etc. | 10:00~19:00 |
| New New Rera Coupon | Issued a new coupon in addition to the existing one. It provides additional valuable shopping for a limited time. Able to use for multiple times. | Each shop | 10:00~19:00 |
| New Pop-up shop | Pop-up shops open to suit overseas customers' needs during Chinese New year for a limited time. ① Japanese goods shop by Miyakoya & Miyabun ② Soft serve at RECETTES de 930 ③ Gelato of the popular gelateria "MIRTILLO" in Chitose city (open only on February 1-2) | ① Unit 605 ② Unit SF-3 ③ RERA Atrium | 10:00~19:00 |
| "Garapon" lottery | "Garapon" lottery is carried out for overseas customers coming to RERA. Lottery at every ¥5,000 purchase in total. Win original RERA gifts and popular items to overseas customers.  | Special booth at parking lot for large buses | 10:00~17:00 |
| Decoration at entrance gate & shop | - Labarum and lanterns at entrance gate - "福" sign on the door of each shop | Orange Gate and each shop | 10:00~19:00 |
| Giant snow slides & snow statues | Built giant snow slides and statues. Good for photo shot! | RERA Atrium, RERA Square, Orange Gate, etc. | 10:00~19:00 |
| Information in Chinese | Chinese staff at RERA information Enhanced customer services. | Information in RERA Atrium | 10:00~19:00 |

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«Contact Us»

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