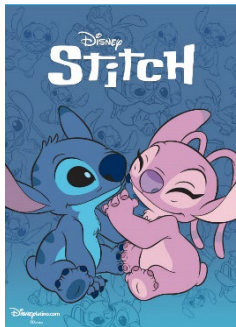


Life Is For Fun

Bringing joy to the world



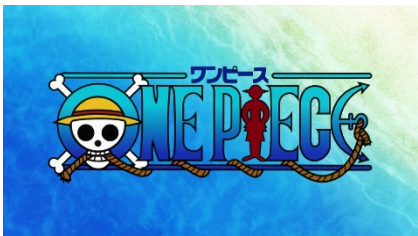


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Global IP Collection Store

MINISO × IP



Nikko illustrations



STORE POSITIONING MATRIX

	Center Type	Class	Size (SQFT)	Storefront Width(FT)	Store Height(FT)	Store Image	Product
	Top Tier High Street /Malls	AAA	10,000+	70+	Exterior 25+ Ceiling 14+		IP + Limit Edition + New Product Release
	High Street/ Malls/ Power Center	AA/A	3,500 + (Mall/Street) 8,000+(Open Air)	50+	Exterior: 20+ Ceiling: 12+		IP focused + Regular
	Malls	AA/A/B+	3,500 – 5,000	32+	11 - 14		IP + Regular
	Power Centers	AA/A/B	6,000 – 8,000	45+	20+		
	Asian Community Centers	A/B	3,500 – 6,000	35+	14+		
	Lifestyle Centers	A/B	3,500 – 5,000	32+	14+		100% IP Launch
	Street	A	3,000+	32+	20+		
	Major City High Density	AA/A	900-1,500	N/A	7 - 9		



Real Estate Type

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Center Type	Criteria
Enclosed Malls	Class A/B malls with strong co-tenancy; High visibility
Lifestyle Center	F&B and Entertainment + Shopping
Outlets	only open in high density outlets, top performers
Community Center	Centers Size Range 120k -400k; Prefer "U" shape and "L" shape junior anchor space; Asian Center Only
Power Center	250k – 600k SF centers; all inclusive shopping experience; Target, Walmart, Costco anchored centers. Prefer Junior anchor space.
Airports	Top 10 traffic airport. Domestic and international
Street	High foot traffic density populated MSAs only such as NYC, LA, Boston, Chicago, Miami, etc
Total	1,000+





Contact Us

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EXCLUSIVE REPRESENTATION:



SEEKING SITES IN NORTHERN NEW JERSEY.

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