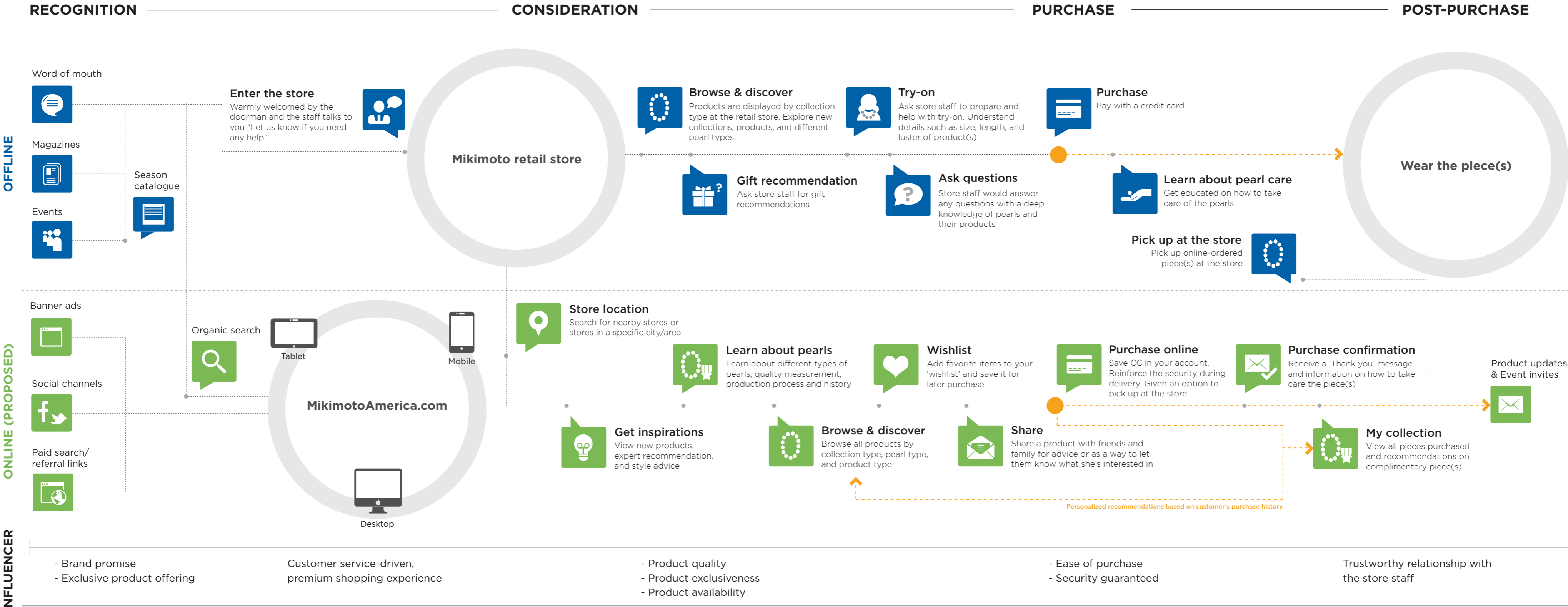


# MIKIMOTO AMERICA: CUSTOMER EXPERIENCE MAP

Legend: Offline Online Customer data



## AUDIENCE



### THE AFFLUENT

- 36-55 female
- Expect premium shopping experience
- Arrive at Mikimoto committed to buy
- Seek for what they have in mind
- No longer tied to one retail location



### THE GIFT PURCHASER

- 40-65 male
- High net worth individuals
- Purchase jewelry as gifts
- Need guidance for gift selection
- Handles payment if shopping with a significant other

## ABOUT MIKIMOTO

### HIGHLIGHT

- Superior quality high-end Japanese pearl jewelry
- Provides different types of pearls and collections
- Dominates 3% pearl market share in the high-end jewelry market
- The brand aims to embody 'Confidence' in women