

【NEWS LETTER】

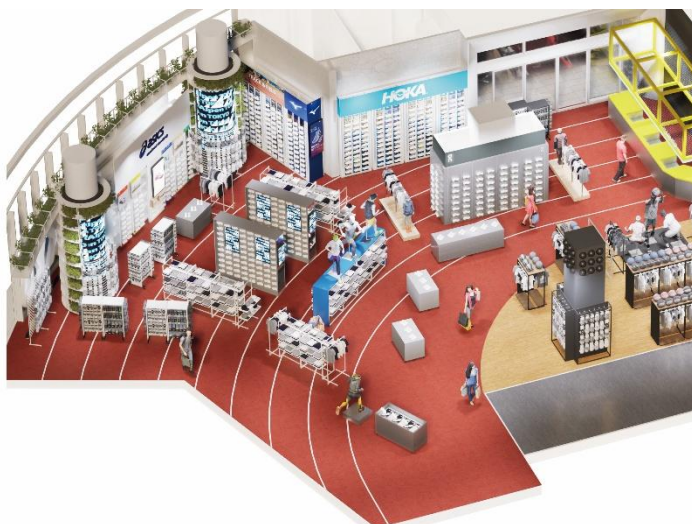
[Alpen Tokyo]

The 1st floor running floor has been renovated and is now even more

Alpen Tokyo's first floor will be renovated on July 1st! We will be installing "On" shop-in-shops and large, impressive signage to visually communicate the latest gear information and product appeal. On July 19th, we will be holding an event to challenge the Guinness World Record™ for the most pairs of running shoes sold in a day!



*Left image: View from the Yasukuni-dori entrance



*Right image: View from the Shinjuku-dori entrance

In order to offer customers a more comfortable and high-quality product selection experience, this renovation will see the sales floor using the same flooring as the New National Stadium track, as well as installing impressive large-scale signage displaying the latest gear information, visually communicating the appeal of the products.

To make it easier than ever to choose and compare the running shoes available from the rich selection of over 10,000 items from 16 brands, the store has introduced the latest fixtures and ZAMST's latest 3D foot measurement scanner, "MyFootcraft." In addition, specialized staff are always on hand to help each customer choose the best shoes.

Through this renewal, we hope to provide all customers who love running with a more fulfilling shopping experience in a more immersive sales floor, and to support their running lifestyle. We look forward to seeing you there.



■ Nike's new footwear wall is born

The three franchises, Vomero, Pegasus and Structure, are expressed as a new proposal for NIKE. This new proposal is a world first and will start from Alpen TOKYO and expand.



■ Introducing ZAMST's latest foot measurement device, the 3D scanner

"MyFootcraft"

We analyze the condition of your feet using 3D measurements and visualize your foot shape.

By measuring 13 items of data, including the arch of the foot, the length of each foot, the width of the foot, and the arch height, We will suggest shoes that are suitable for each customer.



■ Specialized staff are always available to assist you with your shopping

★Running shoe advisor: Toshiyuki Terashima

- Belonged to the track and field club from junior high school to university, and has been running for 43 years

- Best time for full marathon is 2 hours 46 minutes. Active runner who runs 200–250km per month.

With the motto "Daily movement shapes your body," we help our customers normalize their foot performance and recommend the best products.



■ With the launch of the On shop-in-shop, the Cloudflow 5 will be available at

Alpen TOKYO on Tuesday, July 1st

Swiss sports brand On has opened one of Japan's largest shop-in-shops at Alpen TOKYO.

To commemorate the shop-in-shop opening, Alpen TOKYO will be releasing the new shoe "Cloudflow 5," which will go on sale from Thursday, July 3rd, on Tuesday, July 1st, ahead of the rest of the world.

In addition to pre-selling the Cloudflow 5, On's shop-in-shop will stock the largest lineup of any retailer in Japan, and will also sell apparel and accessories.



▪About the new “Cloudflow 5”

The latest generation of lightweight performance shoes, the Cloudflow 5, is the base model for the Cloudflow 5 Slam Jam, a collaboration model with Slam Jam that was released in June 2025.

This classic model has been updated in various ways, inspired by On’s highest-end racing shoes.

Cloudflow 5 Product Overview

▪Price: 23,100 yen (tax included)

▪Size: Men’s 25cm–30cm/Women’s 23cm–25cm

▪Available colors

Men’s – White | Lime, Arctic | Stone, Tangerine | Silver, Black | Black, Alloy | Rock

Women’s – White | Lime, Arctic | Stone, Tangerine | Silver, Black | Black, Fog | Eclipse

***Black | Black is only available at On Flagship Store Cat Street, on com, and Alpen.**

Available at: On shop-in-shop in Alpen TOKYO, Available at Cat Street Flagship Store
on.com and participating retailers nationwide

*For details, please contact the store directly.

■ July 19th (Sat) Guinness World Records™ Challenge at Alpen TOKYO

On Saturday, July 19th, Alpen TOKYO's 1st floor running floor will be holding an event titled "Challenge to Be the World's Best Running Shoes," where they will be taking on the challenge of becoming the world's number one in number of running shoes sold*2 in a day *1

We have prepared a wide range of content, including original novelty gifts for those who purchase running shoes on the day of the Guinness World Records™ Challenge and a special photo spot only available on the day of the Guinness World Records™ Challenge, so we look forward to your visit.

Why not take this opportunity to find the perfect running shoes for you?

*1: 12 hours *2: 800 pairs

The poster is for an event at Alpen TOKYO. At the top, it says "Alpen TOKYO" in white on a blue background, followed by "— 1F ランニング売場 —" in white. Below this is a white box containing the Guinness World Records logo on the left and the text "OFFICIAL CHALLENGE" in blue on the right. To the right of the white box, the date "7.19 SAT" is written in large yellow font, with "10:00 ▶ 22:00" below it in yellow. Below the white box, the Japanese text "ギネス世界記録™ 挑戦" is written in white, followed by "12時間に売れたランニングシューズの最多個数" and "Most running shoes sold in 12 hours" in white. At the bottom, on a dark blue background, the word "MISSION" is written in large white font, followed by "TO BE THE WORLD'S TOP RUNNING SHOE STORE" in yellow.

Alpen TOKYO — 1F ランニング売場 —

 **OFFICIAL CHALLENGE**

7.19 SAT
10:00 ▶ 22:00

ギネス世界記録™ 挑戦
12時間に売れたランニングシューズの最多個数
Most running shoes sold in 12 hours

MISSION TO BE THE WORLD'S TOP
RUNNING SHOE STORE

〈Overview〉

- Participating store: Alpen TOKYO 1st floor running floor
- Date and time: July 19th (Sat) 10:00–22:00
- Record name: Most running shoes sold in 12 hours
- Achievement condition: Sell 800 pairs of running shoes
- Target product: Running shoes

On the day of the Guinness World Records™ attempt, if you purchase the appropriate running shoes on the 1st floor of Alpen TOKYO, you will receive a special Guinness World Records™ attempt sticker.

*Please note that the number of novelties is limited and distribution will end once all stock has been depleted.



In addition, customers who purchase NIKE, ASICS, adidas, or New Balance running shoes will receive free novelty goods from each manufacturer.

*Please note that the number of novelties is limited and distribution will end once all stock has been depleted.

■ Store Information

Alpen TOKYO <https://x.gd/PyW7g>

Address: 〒160-0022

Tokyo, Shinjuku-ku, Shinjuku 3-23-7 Unika Building B2-8F