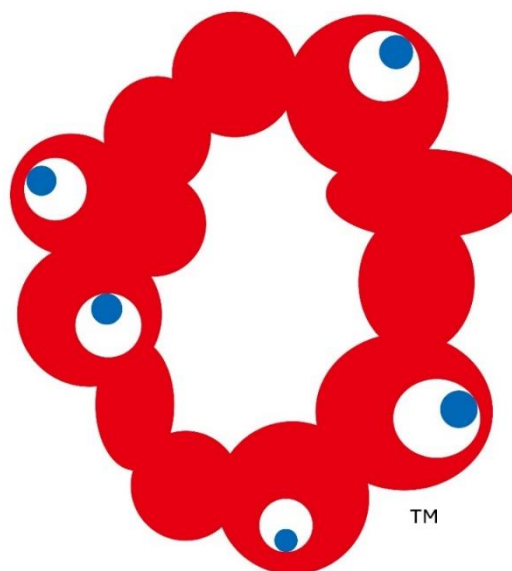


Guidelines for displaying Off-licence authorised products at the Official Online Store of Expo 2025 (Summary version)



OSAKA, KANSAI, JAPAN

EXPO
2025

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Definitions of abbreviations, contracted names, and terms

Term	Definition
the Association	Japan Association for the 2025 World Exposition
the Official Participant(s)	The Foreign governments and international organisations that have accepted the formal invitation from the Government of Japan to participate in the Expo
Official Online Store Operator	Dai Nippon Printing Co., Ltd.
Official Online Store	E-commerce website operated by Dai Nippon Printing Co., Ltd. under licence from Expo 2025 Osaka, Kansai, Japan Master Licensing Office, “Expo 2025 Osaka, Kansai, Japan Official Online Store for Officially Licensed Products (expo2025shop.jp)”
Officially Licensed Products	Merchandise bearing a trade mark which has already been registered in the Japanese Patent Office with the Japan Association as the proprietor of the trade mark, or for which an application for registration has already been filed, for a legal entity or an organisation, in accordance with the categories of use approved by the Japan Association for the 2025 World Exposition
Off-licence authorised products	Merchandise other than the Officially Licensed Products that is authorised by the Association to be sold
Sustainable Procurement Code	Regulations setting out standards and operational procedures to realise sustainability considerations in the procurement process of goods and services for the sustainable operation of the Expo Osaka, Kansai (https://www.expo2025.or.jp/overview/sustainability/sus-code/)
Real venue	The Expo Venue on Yumeshima Island
Off-licence authorised products sellers	The Official Participants who are authorised by the Association to sell off-licence authorised products at the Official Online Store
SKU (Stock Keeping Unit)	The minimum unit of merchandise. e.g.: If a garment is sold with three sizes (S/M/L) and two types in different colours, it means that the garment has six SKUs.

1. Introduction

These Guidelines pertain to the sale of merchandise at the Official Online Store within the scope of the Expo Osaka, Kansai, Japan.

While the Official Online Store in principle sells the Officially Licensed Products, but these guidelines newly stipulate the Off-licence authorised products that can be handled, the procedures and the rules for selling.

1-1. Overview of these Guidelines

These Guidelines consist of the following 5 chapters:

- Chapter 1: Introduction

This chapter articulates the background and purposes of these Guidelines.

- Chapter 2: Consideration of sustainability

This chapter demands that the procurement of Off-licence authorised products sold at the Official Online Store should also comply with the “Sustainable Procurement Code”.

- Chapter 3: Overview of Official Online Store

This chapter clarifies the basic specifications of the Official Online Store and the role of the Official Online Store Operator.

- Chapter 4: Overview of merchandise sales at the Official Online Store

This chapter presents specific requirement etc. for handling of Off-licence authorised products to be sold.

- Chapter 5: Procedures for application for merchandise sales

This chapter shows the flow of Off-licence authorised merchandise sales.

1-2. Purpose

The purposes of these Guidelines are:

- To indicate that the Official Online Store carries Officially Licensed Products as well as Off-licence authorised products.
- To provide necessary information on the merchandise that can be handled, the procedures and rules for the sale of Off-licence authorised products at the Official Online Store.

2. Consideration of sustainability

The Association determines to appropriately manage the environmental/social impact of the Expo to operate it sustainably and encourage a wider society to adopt an attitude that focuses on sustainability. To this end, the Official Participants shall understand and comply with the content of the “Sustainable Procurement Code” established by the Association when selling Off-licence authorized products.

3. Overview of Official Online Store

To clarifies the basic specifications of the Official Online Store and the role of its operator.

3-1. Status of Official Online Store

The Official Online Store is positioned as an off-site official souvenir shop and its main role is to sell Officially Licensed Products. The Official Online Store Operator purchases, manages the inventory of, receives orders for and ships the Officially Licensed Products.

Please note that In addition to the above roles, these guidelines allow the Official Online Store to handle Off-licence authorised products sold by the Official Participant at real venues, but it should be understood that this is a special service for the Official Participants only and is a different scheme from the handling of Officially Licensed Products.

3-2. Basic policy

The Official Participants shall comply with these Guidelines as well as the provisions of the master merchandising contract and quality guidelines established by the Official Online Store Operator.

The master merchandising contract, as well as the quality guidelines, will be reviewed for the Official Participants. The details are elaborated in the full version.

3-3. Sale of Off-licence authorised products

- 1 Off-licence authorised products sellers shall negotiate and coordinate purchasing conditions with the Official Online Store Operator.
- 2 The Official Online Store Operator shall purchase Off-licence authorised products and manage it at the warehouse where the Official Online Store Operator takes cares.
- 3 The operator of the Official Online Store shall register Off-licence authorized products with a product master for the Official Online Store and upload the relevant information on the website of the Official Online Store.
To this end, the seller of Off-licence authorised products shall provide the information and image data of the products.
- 4 The terms and conditions for the purchase, payment, shipping and handling of returns shall conform to the way Officially Licensed Products are handled in the Official Online Store.

3-4. Supported language

A language supported by the Official Online Store is in principle Japanese.

*We will consider and determine whether to allow English at the Store by the opening of the Expo.

3-5. Cross-border EC (sales to overseas customers)

No cross-border EC is carried out for Off-licence authorised products.

4. Overview of merchandise sales at Official Online Store

This chapter presents specific requirements for handling Off-licence authorised products at the Official Online Store and add explanations about the role of its operator where necessary in accordance with

4-1. Requirements

Those who are eligible to become Off-licence authorised products sellers

- The Official Participants who have obtained approval for commercial activities in accordance with "GL9-2-1 Guidelines for Commercial Activities by the Official Participants" and have a capability to communicate and prepare various necessary documents in Japanese. (in principle, an intermediary such as a sales agent or import agent in Japan should be appointed).

Period in which the sales are permitted

- The Expo period (The 13th of April through the 13th of October, 2025)

Merchandise that may be sold

- Merchandise that receives approval from the Association for its selling items and price list by using the sales consultation paper provided in the "GL9-2-1 Guidelines for Commercial Activities by the Official Participants" issued separately by the Association, and shall conform to the "Official Online Store Quality Guidelines for Official Licensed Products of Expo 2025 Osaka-Kansai" stipulated by the Official Online Store Operator.

- * It should be noted that even if certain types of merchandise approved in the sales items/price list may not be available for sale at the Official Online Store.

e.g.: Alcoholic beverages (because the Official Online Store Operator has no licence to sell alcoholic beverages.)

The Number of items permitted to be sold

- Up to 10 SKUs for each Official Participant.

Other terms and conditions of handling

- The details will be defined in the full version of the guidelines.

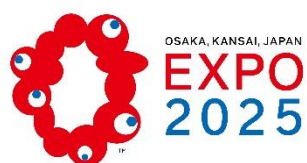
5. Procedures for application for merchandise sales

The detailed conditions will be defined in the full version of the guidelines.

Contact

The Official Participants can send inquiries concerning the content of this Guide or uncertainties concerning procedures to the Organiser using the Inquiry function in the online Related Persons Portal.

If you have any trouble using the Related Persons Portal, please contact us by email at; participant@expo2025.or.jp



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