

Happy Living.

## 2012 Corporate Profile



5-51-12 Higashi Ikebukuro, Toshima-ku  
Tokyo, Japan 170-8401  
<http://www.maruetsu.co.jp/>

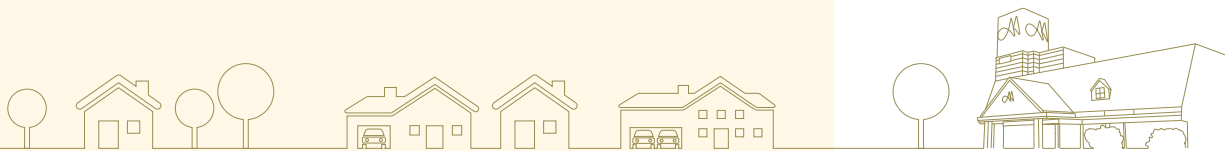


This brochure is printed with vegetable oil ink on FSC certified paper.

August, 2012



# A Happy Living way of life, for all of our customers.



## Greetings

As the largest supermarket chain in the Tokyo Metropolitan area, Maruetsu offers products and services tailored to suit individual area needs, by operating under four distinct store names—Maruetsu, Maruetsu petit, Lincos and Uoetsu—serving approximately 600,000 customers every single day.

With the growing diversity of modern lifestyles, our management philosophy is to “offer safe and delicious products, in order to contribute to healthy and satisfying eating habits.”

Guided by this philosophy, we at Maruetsu believe that responding to the changing social environment, and protecting regional lifelines, to be our mission. In order to fulfill this mission we begin as “Customer Delegates,” working to meet the needs of regional customers by offering new products and services.

As we approach our 70th anniversary in 2015, Maruetsu continues to improve its brand name by inventing fresh store spaces, developing new products for our private store brand, maruetsu365, and by working to optimize our new distribution centers. Our one and only wish is to bring customers “a dinner table full of smiles,” by introducing better, more complete services, and by challenging the latest fields, with our eyes on the future.

We have a vision of the future. To be a company which appeals, wholeheartedly, to our customers' needs. A future where people think, “I’d rather live in a Maruetsu neighborhood.” A future where our workplace brims with fresh, vibrant and energetic staff.

As always, our customers remain the heart of every operation, and so we continue to create stores specially designed to earn their satisfaction and delight.



President  
**Keizo Takahashi**

## Management Philosophy

### Purpose

We offer safe and delicious products, in order to contribute to healthy and satisfying eating habits.

### Attitude

We continue to seek innovation and challenge, with fair and honest practices.

### Conduct

We earn the faith of local customers by creating stores rich with smiles and life.

## Brand Message

# Happy Living.

We chose this slogan because, at Maruetsu, we want all our customers to feel a touch of happiness in their everyday lives.



## A Promise to our Customers

### Our Goal

**We will work hard to bring you a dinner table full of smiles.**

### What We Offer

**We will always deliver fresh new discoveries and experiences.**

### Our Hearts

**We will cherish our neighborhoods, and value the bonds with our customers.**

## Our Logo

The Maruetsu logo expresses the fresh and exciting bounty of foods we offer to our customers, with shapes resembling fish or vegetables drawn in rich and vibrant colors. These shapes can also be read as an M, representing our brand name, Maruetsu.



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# Still bringing smiles to our customers' dinner tables.

Making our start in 1945 as a retailer of fresh fish, Maruetsu has grown into the supermarket it is today by expanding our product line in response to the needs of our customers.

"To deliver smiles to as many customers as we can, and to adorn as many tables as possible."  
We keep these words in our hearts as we continue to meet those customer needs.



## Safe and Reliable Products

Everyday good-eating habits are a vital part of healthy living. This is why we strive to maintain stores where the important family shopping can be done with peace of mind. By delivering vegetables from local farmers who can be met, face to face, and by carefully checking the quality of our own private store-brand goods, we are working hard to deliver safe and reliable products which help to ensure healthy, satisfying eating habits for our customers.

## Complete Variety

"Since I live alone, I need smaller sizes."  
"I want to enjoy fresh seasonal ingredients."  
"I want to choose according to region, quantity and size, and at prices I can afford. But sometimes, I also want to treat myself to something special!"  
Our customers' dinner tables change according to their lifestyles and the season. As a supermarket, our first mission is to offer the quantities they want, when they want, and at a budget they can afford.

## A Kinder Supermarket

From small children to the elderly, to pregnant customers to disabled, our stores are here to serve one and all. In order to create a positive shopping experience for all of our customers, we are training in-store "Care-Fitters," dedicated hospitality staff who are committed to helping those in need shop. For a kinder, place to shop, now and for the future.

## A Pleasant Shopping Experience

We aim to create a positive shopping experience for our customers, each and every time they visit. Which is why our stores are designed from the customer's viewpoint in mind, with friendly service in mind.

By constantly reevaluating our products, facilities and services, we aim to build stores which offer complete satisfaction to the customer. This is a goal which each and every Maruetsu employee takes to heart.

## Convenient and Accessible

"I wonder if that store's still open?"  
"What can I make for dinner, tonight?"  
Depending on the size of a family, or a person's unique lifestyle, the need for convenience can take many forms. To help our customers in their busy lives, we provide a variety of services designed to meet their needs, such as 24-hour stores, or our "Kitchen Eatopia" service, which provides meal-time tips and suggestions.



## Customer Communication

### Kurashi Catalogue

A monthly magazine presenting menus and information for everyday life, health and nutrition, with the latest select products from Maruetsu.



### The Manager's Mailbox

A feature of every store since 1996, and one which remains as important as ever. Customers share their valuable opinions and requests, to which store managers will reply within three days.



# Creating fresh convenient store spaces. With our customers, together.

“I’d rather live in a Maruetsu neighborhood.” Our goal is to create stores which make our customers feel this. Operating under the names Maruetsu, Maruetsu petit, Lincos and Uoetsu, we offer an array of stores to meet local customer needs, with approximately 270 stores throughout the Tokyo Metropolitan area. In recent times the city center has been growing into a “food desert.” As more areas become inconvenient to everyday shopping, complaints such as “I’d like to go grocery shopping but there are no stores nearby,” or “There’s no stores in the area which I can rely on for fresh foods,” have become all too commonplace. This was the impetus behind Maruetsu petit, which offers fresh products at affordable prices and convenient locations. The first Maruetsu petit was opened in June, 2009. In October, 2010, a location with a sales floor of approximately 140m<sup>2</sup>, smaller than the average convenience store, was also opened. Offering the fresh foods vital to home cooking,

delicious side dishes, and daily homeware, our careful selection of goods has made Maruetsu petit a popular store for many customers, despite their small size. Focused in the city center, there are currently 56 stores in existence (As of August 31, 2012), establishing Maruetsu petit as a significant pillar of our company’s business. Our mission is to bring smiles to our customers’ dinner tables, so better value for each and every one of our stores is the order of business, day in and day out.



## Store Development

In order to offer the best products and services for each area, and in order to meet customer needs, Maruetsu continues to open new stores under the Maruetsu, Maruetsu petit and Lincos banners.



A fresh foods supermarket offering convenient and enjoyable everyday shopping. In addition to foodstuffs, a wide variety of goods, such as daily homeware, are also available for offer.

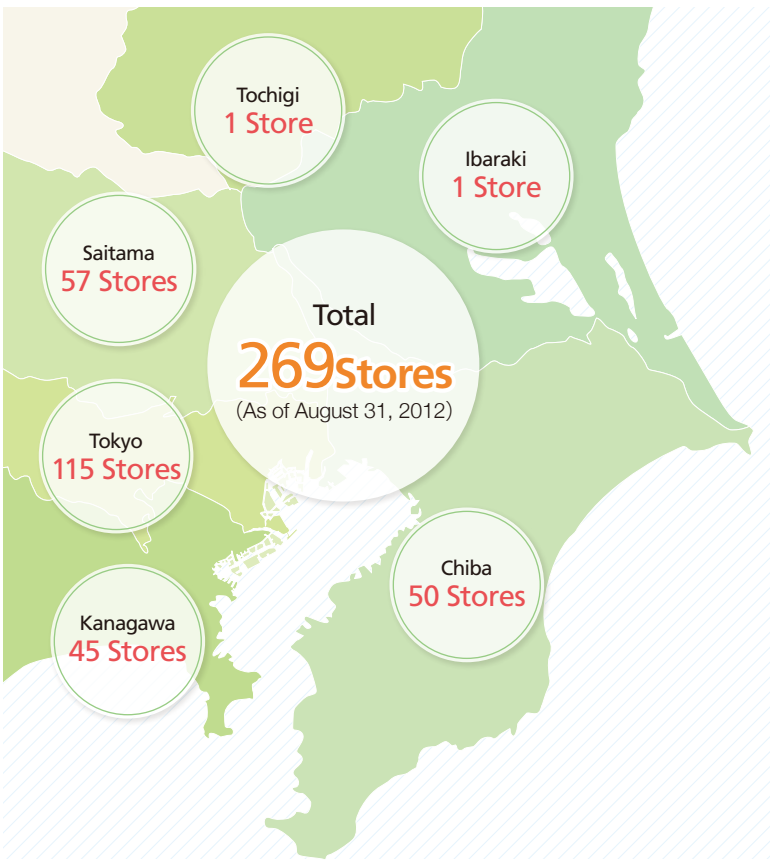


An urban supermarket, offering everything from fresh foods to just-cooked side dishes, for customers who live in the heart of the city. Maruetsu petit offers all the necessities of everyday life, but in sales floors measuring approximately 130 to 500m<sup>2</sup>.



Offering a high quality array of goods and services, Lincos is a choice quality supermarket capable of meeting our customers’ more sophisticated needs.

## Maruetsu Locations in the Metropolitan Area



	Maruetsu	Maruetsu petit	Lincos	Uoetsu	Total
Tokyo	59	53	3	—	115
Saitama	55	—	—	2	57
Chiba	47	1	1	1	50
Kanagawa	43	2	—	—	45
Ibaraki	1	—	—	—	1
Tochigi	1	—	—	—	1
Total	206	56	4	3	269

As of August 31, 2012



## Delivering a better product.

Superior quality, price and value. Maruetsu's private in-store brand, maruetsu365, was established in March, 2010, in order to ensure products which can offer these to our customers. Meeting our customers' needs for affordable prices, the maruetsu365 product line, available only from Maruetsu, focuses on those items which grace the dinner table time and time again. Using a rich variety of ingredients, maruetsu365 product development is a total endeavor, tailored to customer needs at every stage of planning, production and sales. The center of these operations are the buyers and product development managers, who work hard every day to ensure a better product for our customers.



Product Development Committee

## Freshness you can taste. Maruetsu's exclusive distribution system.

Maruetsu stores are found all across the Metropolitan Tokyo area. Delivering fresh goods to these stores, each day, is the responsibility of our distribution and processing centers. To further ensure efficient and absolutely fresh product delivery, Maruetsu revamped its distribution system in 2010.

To cover all stores in the Metropolitan area, Maruetsu operates two regular temperature centers, as well as two composite centers for cold storage and the processing of fish and meats. Among those centers is the "Misato Composite Center," whose special forte is in utilizing Maruetsu's unique and groundbreaking knowledge of distribution in order to supply our smaller urban Maruetsu petit stores.

Enhancing these centers has also helped to improve consistency, efficiency and productivity at all of our stores. Additionally, expanded processing facilities for fresh foods has also allowed Maruetsu to introduce new, original products.



Kawasaki Composite Center



Misato Composite Center

## Plus One Value



Offering "Plus One Value" at a reasonable price is the hallmark of maruetsu365 private in-store brand products. "maruetsu365 is the reason I shop at Maruetsu." Available nowhere else, maruetsu365 is a competitive line of products which sets Maruetsu apart from other supermarkets and has earned us many fans. Approximately 200 products are available (As of August 31, 2012), with more planned for the future.

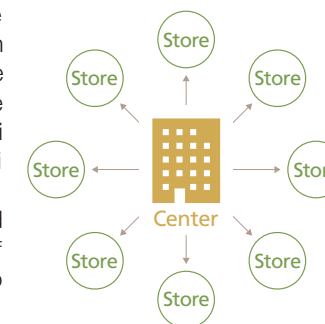


## Delivered Fresh

### Strategic Metropolitan Delivery Centers

The two regular-temperature distribution centers are located in Yashio City, Saitama Prefecture (Yashio Regular-Temperature Distribution Center) and Yokohama City, Kanagawa Prefecture (Kanagawa Regular-Temperature Distribution Center), while the two composite centers are located in Misato City, Saitama Prefecture (Misato Composite Center) and Kawasaki City, Kanagawa Prefecture (Kawasaki Composite Center).

As one can see, all four centers are located central to our Metropolitan network of stores, guaranteeing efficient delivery to each location.



### Establishing an Integrated "Cold Chain"

From the supply of raw ingredients, to the processing of fresh fish and meats, to delivery to stores, Maruetsu maintains an integrated low temperature distribution system, or "cold chain." Our highly fresh goods are centrally processed at the centers and then shipped with no loss to freshness in order to deliver high quality flavor directly into customers' hands. Highly skilled professionals and careful mechanization at these centers help to guarantee reliable, quality goods as well as increased productivity.



## Delivering Peace of Mind

### Increased Voluntary Inspection for Radioactive Goods

Since Japan's earthquake of March, 2011, concern has grown over the safety of available foodstuffs. In responses, as of July, 2011, Maruetsu has begun inspecting every head of domestically sourced beef and, as of November, 2011, has also begun sample testing of our private, in-store brand of fresh fish products.

Inspection for radioactive cesium in foodstuffs was further strengthened as of April, 2012 (the results of testing are published every week on our company website).





## Better staff means a better Maruetsu, and better service for our customers.

As the face of our company at Maruetsu supermarkets, our full-time employees and part-time employees fulfill a vital role, communicating directly with the customer as they shop and serving to convey the personal company image we hold dear.

As the guiding principle behind our training, we ask our members to first consider two things: “What does the customer need, right now?” and “What is it that I can do?”

Our focal point is always the sales floor itself. In order to guarantee the customer a satisfying

shopping experience, approximately 20,000 staff members are busy polishing their skills, every day, eager to challenge ever higher goals.

Each and every member of the Maruetsu team is united in one process, building together the future of our stores.

This future rests in the hands of our skilled staff. Staff with new ideas and fresh outlooks, ever ready to approach their work from the customer's points of view.



## Fundamentals

### New Employee Training

New employee training begins with orientation and focuses on practical, in-store lessons. Scheduled training programs are carried out on-the-job by a store's head of training. After their second and third year, group training workshops are also carried out in order to cement the basics before an employee moves on to the next step of their career. During training, we appreciate the unassuming questions and fresh ideas which our newest employees bring. The viewpoints of these new employees are the closest in alignment to the customers' themselves, and help to build our foundation as “Customer Delegates.”



## Knowledge

### Product Knowledge Certification

Did you know that the fiber found in apples includes pectin, which can help to regulate the digestive system and control stomach disorders?

In order to nurture staff with this sort of deep knowledge concerning our products, we hold certification exams, for all employees, twice a year, making study and diligence a regular component of our everyday work.



## Technique

### Training Competitions

In order to provide even greater products and processing techniques for our customers, we hold training competitions which are open to both full-time employees and part-time employees. Participants compete from each department—produce, fresh fish, meats, side dishes and in-store bakeries—combining skill with fundamental practices as they vie to show innovation and creativity in their techniques.



## Hospitality

### Care-Fitters

To better serve all of our customers, we are currently training staff members who are uniquely equipped to offer specialized hospitality through acquisition of the “Care-Fitter Level 2” certification\*.

Our initiative, “to place qualified Care-Fitters in every Maruetsu store,” has drawn excitement and attention from television, newspapers and other mass communication outlets! Our wish is to create a kinder, gentler place to shop, now and for the future.

\* “Care-Fitters” are certified by the NPO organization, Nippon Care-Fit Service Association.





## For the region. For our future.

Maruetsu owes its success to the support of local people, and in the future, Maruetsu will continue to grow, hand in hand, with the region.

This is why, as a supermarket with local roots, we consider it our vital mission to help build a brighter future through contributions to the region, society and environment.

Safe, reliable goods and positive service are obviously our responsibility, but we are also dedicated to building low energy consumption stores and contributing to society through a range of social programs. It is important to us that our customers can say, "I'm glad there's Maruetsu." That we earn their appreciation and thanks.

For the young children who visit our store—children who carry the responsibility and promise of the future on their shoulders—we hope to offer a space where they can first connect to society. More than anything else, it is the connection to our roots which allows us to work together with local people, for the sake of the region, and the future, to build a better environment and society.



### Musashino Forest Restoration Project



Maruetsu joined the "Musashino Forest Restoration Project" in Saitama Prefecture as of April, 2010. "Musashino Forest Restoration Project" is a project dedicated to resuscitating devastated cedar forests with broadleaf tree planting.

The 500 saplings we planted will grow into adulthood in 30 to 40 years. When that time comes, Maruetsu will be anticipating its 100th anniversary.

## Environmental Action

### Rooftop/Wall Surface Greenery

In order to battle the phenomenon of urban heat islands, and to improve thermal insulation, Maruetsu has begun "Rooftop Greenery" initiatives, to plant more vegetation on our rooftops, as well as "Wall Surface Greenery" projects, to plant our surrounding lots in order to cover our walls in natural greenery.



### Energy Conservation

We are currently introducing LED lighting inside our stores, not only as main illumination but also within refrigerated display cases in order to reduce heat loads. We are working to reduce energy consumption in other areas as well, such as through the use of skylights and natural lighting.



### Recycling

Maruetsu's recycling program was commenced in 1991. In addition to in-store collection of Styrofoam trays, milk cartons, PET bottles and other items suitable for re-salvaging as natural resources, we have also begun receiving PET bottle caps (which can be collected to raise funds for vaccinations) at all store locations as of March, 2009.



## Social Responsibility

### The Guide Dog Fund

Maruetsu's "Guide Dog Fund" was begun in 1993. As of March, 2012, we have already collected an astounding 200 million yen for this charity. In addition to welcoming guide dogs (seeing eye dogs, service dogs and hearing assistance dogs) in all of our own stores, we also run campaigns to deepen public understanding and acceptance of guide dogs.



### Continual Reconstruction: Contributions to the Ashinaga Educational Society

In order to aid recovery in areas struck by the Tohoku earthquake, Maruetsu remains engaged on many fronts, supplying relief supplies, funds and working support to those affected. As part of these continual efforts, we are currently collecting donations at all stores to support orphans of the Tohoku earthquake and tsunami. Maruetsu will match all funds raised, and money will be donated to Ashinaga Educational Society. (Mar. 1, 2012-Feb. 28, 2013)

### Other Contributions

As one link in the Tohoku earthquake recovery efforts, we also donate 1% of the following proceeds to the Japanese Red Cross Society.

maruetsu365 1% of proceeds	Amount Donated: ¥34,524,531 Sales Period: Apr. 16, 2011-Feb. 29, 2012
Soft Drink Vending Machines 1% of proceeds	Amount Donated: ¥4,299,391 Sales Period: Mar. 1, 2011-Feb. 29, 2012

## Special Subsidiary Companies

Via two special subsidiary companies, Maruetsu proactively pursues initiatives formed under the rubric of the "Handicapped Person's Employment Promotion Law." Marno Co., Ltd. supplies clerical support and mail delivery, while Marno Center Support Co., Ltd. handles operations within the Kawasaki and Misato Composite Centers.

The companies' names are a combination of two words, "Maruetsu" and "normalization."\*

\*The word "normalization" reflects our belief that persons such as the disabled or elderly should not be viewed as different, and that in the future a society which includes all such people in the regular activities and walks of life will be our new "normal."



Marno Co., Ltd.



Marno Center Support Co., Ltd.



Company Profile

Company Name  
The Maruetsu, Inc.

Head Office  
5-51-12 Higashi Ikebukuro, Toshima-ku,  
Tokyo, Japan 170-8401

TEL  
03-3590-1110

President and Representative Director  
Keizo Takahashi

Establishment  
Oct. 1945

Incorporation  
Jun. 16, 1952

Capital  
¥ 37,549,514,941

Stocks Issued  
128,894,833

Listed Exchange  
Tokyo Stock Exchange (First Section)

Shareholders  
9,848 (Share “Unit” Holders: 7,833)

Operating Revenue  
¥ 323,179 Million

(Separate)  
¥ 322,557 Million

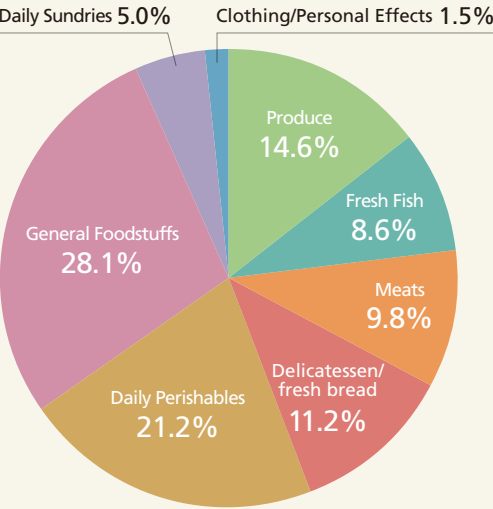
Store Locations  
Store Locations 269 (As of August 31, 2012)

Employees(Separate)  
13,706 Inc. 9,931 (period avg.)  
part-time employees (based on 8hr workday).

Operations  
Supermarket/Foodstuffs

※Unless exceptions are noted, all data is current as of Feb., 2012.

Distribution of Sales (Simple) 2011



History

1945 Est. as Uoetsu Shoten in Urawa (cur. Saitama City), Saitama Prefecture

1952 Incorporated as Uoetsu Shoten Ltd.

1959 Name changed to Maruetsu Stores Ltd.

1965 First self-service store, “Omiya branch,” opened

1970 Expansion into Tokyo/Restructuring as Maruetsu Stores Inc.

1974 Name changed to The Maruetsu, Inc.

1975 Omiya Distribution Center opened in Omiya (cur. Saitama City), Saitama Prefecture

1976 Expansion to Chiba Prefecture

1977 First supermarket to be listed on the Tokyo Stock Exchange, Second Section

1978 Merged with Premart Co., Ltd., reaching over 100 stores in the Metro area

1979 Introduced consumer monitoring system

1981 Acquired shares in Sunday Mart Co., Ltd.  
Merged with Sanko Co., Ltd.

1984 Shifted to first section of the Tokyo Stock Exchange and Osaka Securities Exchange

1986 Introduced POS system

1989 Head office moved to Higashi Ikebukuro, Toshima-ku, Tokyo

1991 Opened “Eatopia,” a practical classroom for dietary health and culture

1993 Introduced the Guide Dog Fund

1995 Introduced tree-planting fund

1996 Introduced “The Manager’s Mailbox,” to reflect our customers’ opinions

1999 Opened “Maruetsu Fureai (online) Shopping”  
Received the 1999 Minister of International Trade and Industry Commendation for Consumer Excellence

2000 Received the 2000 Minister of Labor Commendation for our excellence in employing disabled persons and for recognizing exceptional merit

2001 Joint operations and capital tie-up with Suehiro Co., Ltd.

2002 Acquired shares in Pororoca Corp.  
Est. Japan Education Center for Future Retailing, Inc.  
Maruetsu reaches 200 stores

2003 Merger of Sunday Mart, Co., Ltd. and Suehiro Co., Ltd.

2004 Over ¥ 100 million collected for Guide Dog Fund

2005 Received the fourth annual Tokyo Green Consumer Award

2006 Introduced new management philosophy  
Acquired ISO14001 cert. (head office and five other loc.)

2007 Introduced new logo and branding  
Business tie-up with AEON Co., Ltd. and Marubeni Corp.  
Merger of Sunday Mart Co., Ltd. and Pororoca Corp.

2009 Est. shareholder benefit plan  
Acquired ISO 14001 (head office and all stores)  
Acquired certification from the Ministry of Health, Labor and Welfare as an excellent employer of disabled persons

2010 Unified into three store names, Maruetsu, Maruetsu petit, and Lincos  
Opened regular-temperature distribution centers (Yokohama, Yashio)  
Opened Kawasaki Composite Center

2011 Maruetsu petit reaches 50 stores  
Relief initiatives for Tohoku earthquake reconstruction efforts

2012 Over ¥ 200 million collected for Guide Dog Fund  
Opened Misato Composite Center  
Joint venture est. with Suning Corp. in preparation for expansion into China

Group Companies

Maruetsu-Development Co., Ltd.

Location 1-13-8 Chuo, Nakano-ku, Tokyo

Established Apr., 1989

Representative Mitsuhiro Takawashi,  
President

Business Real estate management,  
store and shopping center development

Marno Co., Ltd.

Location 5-51-12 Higashi Ikebukuro, Toshima-ku, Tokyo

Established Mar., 1992

Representative Masuji Umino,  
President

Business Special subsidiary clerical and general worker  
dispatch agency

Maruetsu Fresh Foods Co., Ltd.

Location 5-51-12 Higashi Ikebukuro, Toshima-ku, Tokyo

Established Apr., 2010

Representative Makoto Ueda,  
President

Business Stocking foodstuffs for fresh foods  
processing center,production,processing and sales

Marno Center Support Co., Ltd.

Location 5-51-12 Higashi Ikebukuro, Toshima-ku, Tokyo

Established Apr., 2010

Representative Masuji Umino,  
President

Business Special subsidiary handling operations  
at fresh foods processing center,etc.

Tomato Stamp Co., Ltd.

Location 5-51-12 Higashi Ikebukuro, Toshima-ku, Tokyo

Established Sep., 1985

Representative Keizo Sakaedani,  
President

Business Point card management

Japan Education Center for Future Retailing, Inc.

Location 3-22-30 Chuo, Warabi-shi, Saitama

Established Oct., 2002

Representative Keizo Takahashi,  
President  
(President of The Maruetsu, Inc.)  
Takaharu Iwasaki,  
Vice-President  
(President of COO of LIFE Corp.)

Business Specialized supermarket training

Food Quality Control Center, Co., Ltd.

Location 5-51-12 Higashi Ikebukuro, Toshima-ku, Tokyo

Established Jul., 2010

Representative Yasuyuki Ikoga,  
President

Business Food quality, safety and hygiene inspection

The Maruetsu (Hong Kong), Co., Ltd.

Location Hong Kong

Established Sep., 2012

Business Management and stock holding of  
Chinese retail stores

