



## 2023-2024 Corporate Profile

C O R P O R A T E   P R O F I L E

### Shiawaseikatsu



The Maruetsu, Inc.

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

<https://www.maruetsu.co.jp/>

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# Pleased to meet you, we are Maruetsu.

We humans must have “food” to live.  
And we cannot grow without connections to our communities.  
That is why we “play the role of a stabilizing lifeline in the lives of our customers in the community.”  
We have also striven through the generations to fulfil our mission as “essential workers,”  
and, with this mission in mind, we aim to be the supermarket for new generations yet to come.  
Maruetsu will continue to grow in unison with the community as a presence that can help the community develop sustainably and contribute to the healthy, abundant diets of all who live there.

Closest to community “happiness.” Maruetsu

Management Philosophy	Objective	We will contribute to a healthy and rich dietary life by offering safe and good products.
	Management Policy	We will always innovate while striving to be a fair and sincere company.
	Standard of Conduct	We are determined to create lively, happy supermarkets that are beloved by local customers.
Commitments to Customers	Our Aim	We will support customers' dietary life with a smile.
	Our Offer	We will deliver fresh discoveries an excitement.
	Our Heart	We love the locality and value ties with customers.
Brand Message	<b>Shiawaseikatsu (Happy life)</b> This message embodies our aspiration to make customers feel happier in their daily life.	

## Corporate Symbol

Our logo is shaped like a fish or a vegetable and uses colors that are full of life to represent the wide variety of fresh foods we offer our customers. It is also shaped like an “M,” which is the first letter in “Maruetsu.”



## Aiming to be a store that customers choose and trust

Maruetsu is a chain of 305 (as of March 2023) food supermarkets in Tokyo, and its five surrounding prefectures, operating under the names "Maruetsu," "Maruetsu Petit," and "Lincos."

The global situation and the weak yen have led to price hikes for food and other necessities, and energy costs continue to rise. In this environment, we are working to reform our business model to satisfy customer needs, aiming to become a store chosen and trusted by customers. In particular, using "health" and "next generation" as keywords, we are striving to develop health-centered products, make proposals on the sales floor, disseminate information to support customers' health, and create an environment where customers of all ages can enjoy shopping comfortably and stress-free. In addition, we are actively promoting digital transformation (DX) and working to build new value and services that leverage online and in-store services. Further, to realize a sustainable society, we are expanding our environmentally friendly products and services and making initiatives to help solve social issues.

Our company was founded in October 1945 in Urawa City (now Saitama City), Saitama Prefecture, as "Uoetsu Shoten," mainly selling fish. It has been 77 years since then. We strive to shift to a corporate culture that values diversity so that our company remains essential to our customers' lives through the 100th anniversary of our founding and beyond.

Maruetsu is committed to contributing to the healthy and abundant dietary life of everyone and the sustainable development of our communities and society through business activities.



Chairman and Representative Director  
古瀬 良多  
Ryota Furuse



President and Representative Director  
本间 正治  
Masaharu Homma



# Maruetsu by the Numbers

\* Consolidated financial results for the fiscal year ended February 2023

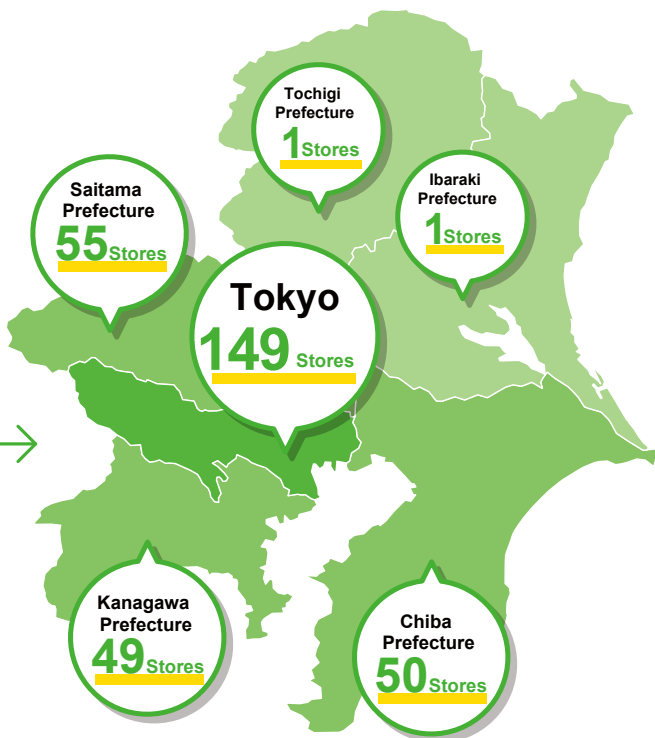


Established  
**77<sup>th</sup> Anniversary**



No. of Stores  
**305**

\* As of the end of July 2022 (Japan)



No. of Customers per Day  
**Approximately 610,000**



Consolidated Operating Revenue  
**378.8 billion yen**



Consolidated No. of employees  
**15,839**  
\* Including 11,975 part-time employees (average number of employees during the period converted to eight hours a day)

## 店舗業態



While dealing mainly with fresh food items, Maruetsu supermarkets also offer an extensive lineup of products, including daily miscellaneous goods, to enable customers to enjoy convenient shopping every day.



Urban supermarkets that provide customers living in urban areas with products they need daily, such as fresh foods, freshly prepared side dishes, and daily necessities. Found mostly in cities, these supermarkets range in size from 40 to 150 m2.



High-quality supermarkets that offer coziness, a little luxury, and the value of delicious products, and that connect with customers through circles of communication.



## Medium-term Management Plan (FY2023–2025)

Our company is tackling a Three-year Medium-term Management Plan that began in FY2023. Amid the changing social conditions of population, consumption, costs, and a competitive environment, we are working to become the ideal that we envision, and peg as key strategies product refinement, “outside plus digital” (revenue outside of stores), business process innovation (productivity reform), and the promotion of new business styles necessary to their achievement. In addition, through digital integration of physical stores and online stores (OMO), we are aiming to create stores that customers will choose by taking action based on understanding of how to connect with customers in stores and online, how to share our products and services, and what is convenient for our diversifying customers in shopping environments.

**The Medium-term Management Plan clearly states the ideal company we are aiming to become in the future and serves as a guideline.**

Our ideal

Based on our brand message, Shiawaseikatsu (Happy Life), we want to be the nearest store that supports our customers, employees, and community life.

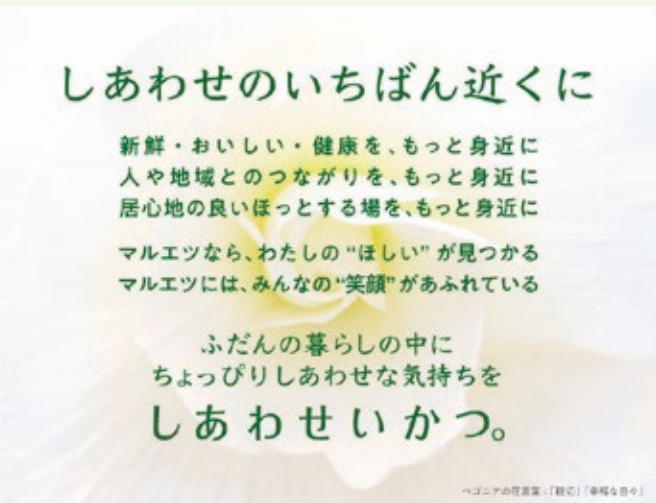
**Closest to community “happiness,”**

We bring freshness, great taste, and health closer.  
We bring ties to people and the community closer.  
We bring a place of comfort and relaxation closer.

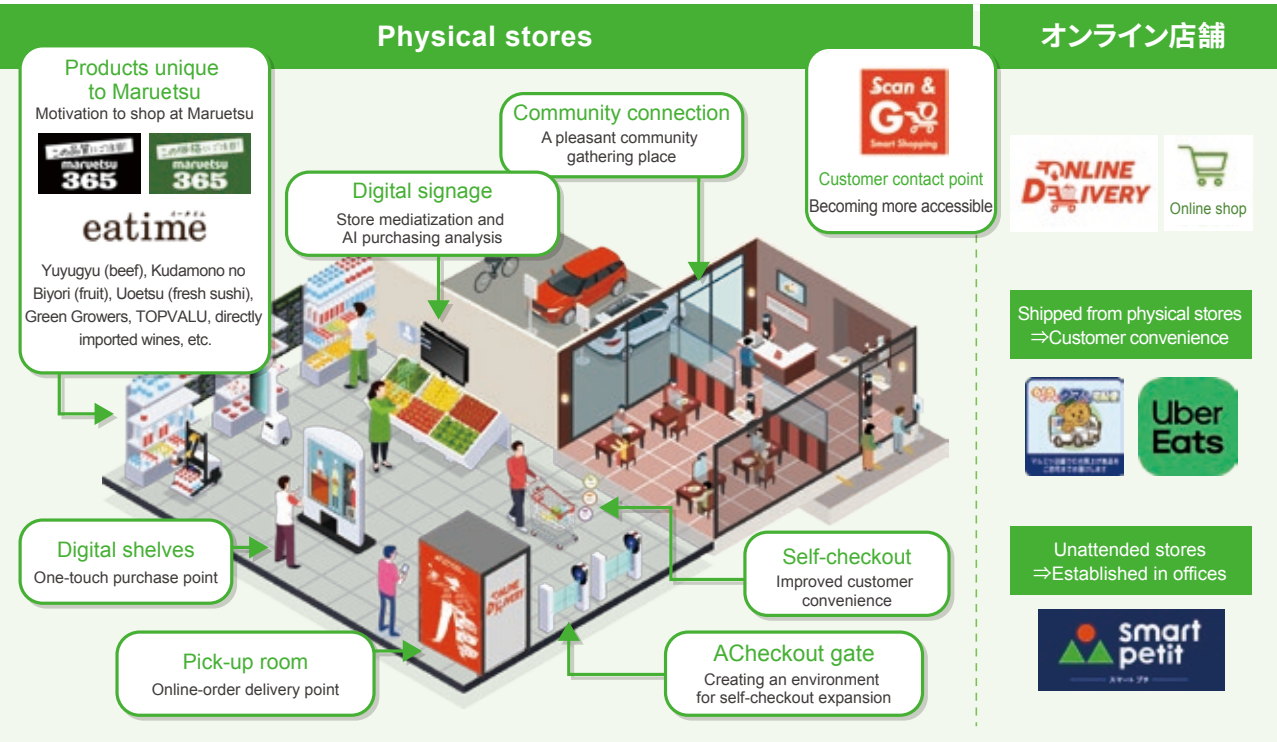
You'll find what you want at Maruetsu, a place full of smiling faces.

Shiawaseikatsu brings a little happiness  
**to everyday life.**

The language of the begonia flower: Kindness and happy days



## Future store design





# Services to Meet the Needs of Diversified Customers

Providing products and services that truly satisfy each and every one of the many customers who visit our stores every day is the most important thing in ensuring we continue to be a company these customers rely upon.

More convenient, faster, more enjoyable.

We are creating new stores that make full use of “human and digital capabilities” toward the realization of new “Happy Life.”



at MARUETSU

Have **contactless payments** been adopted?  
→ P. 7, 8

Are safe services available even if I **buy in bulk**?  
→ P. 7

at HOME

Can we shop from anywhere at any time on the **WEB app**?  
→ P. 7, 8

Will they deliver the items we buy to **our home**?  
→ P. 7, 8

New services that use digital technology are introduced on the next pages.



# Promoting Digitization from the Customer's Perspective.

By promoting digitization and accommodating diversifying lifestyles, we are developing new services that enable both customers who are, and who are not, able to visit our stores to enjoy more comfortable, stress-free shopping.

## Services to Meet the Needs of Diversified Customers

Special  
1  
Feature

**DX certified  
Business Operator**

In recognition of its proactive promotion of the creation of new digitally-enhanced stores, on April 1, 2022, the company was accredited as a "DX Certified Business Operator" under the DX Certification System established by the Ministry of Economy, Trade, and Industry.



Advertisements

### Maruetsu Leaflet App

The "Maruetsu Flyer App" allows you to easily check valuable Maruetsu flyer information from your smartphone at any time. Also, when you log in, you can use your Maruetsu T Point Card to check your points and purchase history as well as limited coupons, etc.

In-Store Customers  
(Shop in stores)



Information  
Transmission

### Transmitting Information using Signage

We are deploying "signage services" that provide valuable information to our customers, such as information on our original and seasonal products. We are proposing shopping experiences that are more enjoyable than ever.



Pay

### Self-serve registers

In addition to normal registers, and semi-self-serve registers, which only allow customers to process payments, we are implementing self-serve registers, which allow customers to do everything from product registration to payment.



### Scan&Go Smartphone Payment App

A payment function app that allows customers to do everything from product registration to shopping on their smartphones. Enables a smooth shopping experience where customers do not have to wait in line at a register to checkout.



### Digital Shelf

We are introducing a "digital shelf," which allows customers to purchase rare items that cannot be placed in the store via "Scan&Go" from signs around the store. In addition, you can make reservations for delicacies and specialties through the online delivery site by using the QR code on the "digital shelf."



### Maruetsu Card

In addition to various credit cards, you can use your "Maruetsu Card." The "Maruetsu Card" is a credit card integrated with "WAON" electronic money that makes shopping at Maruetsu even more beneficial and convenient.



Receive

### Take home



### Easy Bear Home Delivery

We have deployed our "Handy Bear Home Delivery" (Paid) service that delivers products you buy in stores to your home within three hours of purchase. This service meets the needs of customers who want to buy in bulk but can't carry everything home, customers who have more errands to run before going home, and customers who want to use home delivery more freely.

### Receive at home (Stores/Internet)



### On-line Customers (Order via the Internet)



### Internet Shopping (Order gifts and reserved items, etc.)

### Uber Eats

Products carried in stores can be ordered, from fresh foods to prepared side dishes, beverages, alcoholic drinks, dairy products, seasonings, and daily necessities. The service is being rolled out in over 100 stores.



### Online Delivery

A service that allows you to order products available in our stores from a smartphone or PC that can later be delivered to your home or in-area destination or picked up at a store. In addition to products available in our stores, this service offers a wide-range products that includes products not available in stores, such as home appliances, etc.



ご注文後、1時間程度で商品をお届けする「即時配送サービス」も展開しています。

### Unattended Stores for Corporations smart petit



A service that allows Maruetsu products to be purchased using the "Scan & Go" smartphone payment app from convenient workplace locations as a benefit for employees who go to offices to work.



### Unattended Pickup Rooms

We are deploying a service that allows you to pick up products without entering stores. Security keys on smartphones are used to enter rooms. These services enable safe and secure shopping that is contactless.



### Drive-Thru

This is a service that delivers products at dedicated drive-thru pickup parking lots. Since products are received at specified dates and times and there is no need to wait for delivery, this service can support new lifestyles that avoid crowding.



Buy Online Pickup In-Store (BOPIS)



# Creating Training Programs that enable Active Engagement and Workplaces in which Diverse Human Resources can plan Active Roles

## Because good workplaces create good employees.

Our human resources development begins with feeling and thinking about what customers need now, and what we can do for them. Through our various training programs, we endeavor to train personnel who can think and act for themselves.



## Career Support System that Maximizes Potential

At Maruetsu, we support the career development of every employee through an educational system that allows them to work actively with a sense of purpose through the provision of orientation training after employees enter the company, group Off-the-Job Training (Off-JT) at education centers, every year follow-up training, and many types of skill enhancement training. We are also actively conducting online remote training and self-development using e-learning.

In-house Qualification	J	L	S1	S2	M
Job Title	New Hires to General Employees Partners and Crew Members	Sales Managers and Managers	Acting store managers		Section manager Department manager Store managers
Position-specific training	Annual Training Training by Affiliation	Sales Manager Management Training Professional Training Newly appointed manager training	MD Training New Acting Store Manager Training	Qualification promotion training	Training for all department heads Training for all section heads Training for all store managers Training for new store managers
Selfdevelopment, etc.	Greeter and Customer Service Level Certification		Training to obtain public qualifications		Product knowledge tests

## Certification System for Skill Enhancement

### Product knowledge tests

We conduct regular product knowledge tests so that all employees, regardless of the department they belong to, can acquire varied knowledge of the products carried in our stores and help customers with their shopping. More knowledgeable employees have led to the creation of Maruetsu fans.



### Greeter and Customer Service Level Certification

Cashiers are called "greeters," which means they are in charge of greeting and welcoming customers. As a measure for improving customer service, we have established an in-house certification system called "Five Star Greeters," which certifies greeters through rigorous written and practice tests.



Five Star Badge

## Promoting Active Roles for Women

Our Diversity Promotion Office is working to improve work environments so that not only women, but all employees at our company can continue working without compromise and expand their roles. As part of our endeavors to promote women's roles, we hold "Bright Future Seminars" to cultivate the aspirations and motivation of the young employees who are future leaders of Maruetsu, and enable them to design their own careers while imagining their ideal future.

**Female Managers: 24**  
(Percentage of managers that are women: 6.1%)  
(As of the end of May 2023)

厚生労働大臣「えるぼし認定」2段階目取得



## Work Environments Where Everyone Can Thrive

We are actively creating employment opportunities and environments where everyone can work with vigor and enthusiasm. Many seniors over 60 years old are taking advantage of our employment system to make the most of their experience, where they can thrive as store managers/area store managers. We are also promoting recruiting non-Japanese workers throughout the Maruetsu Group, including technical intern trainees from Vietnam. In terms of employing people with disabilities, we are expanding sectors of activity through our special subsidiary, "Mano Co., Ltd.," on various fronts, such as office work agencies and product displays.

**The employment rate of persons with disabilities is 3.3%**  
(As of June 1, 2023)



## Certified emergency lifesaving technicians assigned to our supermarkets

So, they can calmly take appropriate initial responses in the event of sudden in-store accidents or when customers fall ill, employees actively participate in "Ordinary Lifesaving Training" held at fire department headquarters and stations, and work to acquire "Lifesaving Skills Test" qualifications. We currently have about 570 employees, mostly managers, who hold active life-saving skill certifications. In 2019, we received a letter of appreciation from the Toshima Fire Department, which is an organization that promotes such certifications.

**Employees with life-saving skill certifications: Approximately 570**  
(As of the end of July 2023)



## Promoting Work Styles Tailored to Life Events

Maintaining harmony between "work" and "private life" is essential for employees to stay satisfied and motivated with respect to their work. We have a system that allows employees to choose work styles that are tailored to their life events. We also have a system that supports childbirth and child-rearing so that employees can achieve a balance between work and these events. We use these systems to promote the creation of an environment where people can continue to work actively in a wider range of fields.

Major Childcare Support Schemes	Systems of Paid Time Off
<ul style="list-style-type: none"> <li>Reduced working hours during pregnancy</li> <li>Maternity leave (before and after giving birth)</li> <li>Childcare leave</li> <li>Reduced working hours for childcare</li> </ul>	<ul style="list-style-type: none"> <li>Half-day paid leave</li> <li>Special paid leave</li> <li>Refreshment leave</li> <li>Paid leave for sickness, injury or caregiving</li> <li>Reduced working hours for caregiving</li> </ul>







Efforts for Resolving Social Issues

## Sustainability

Maruetsu's Idea of Sustainability

Maruetsu has been nurtured by our customers as a food supermarket rooted in the community. We will continue working for communities. And for the future. By co-creating prosperous communities through SDG efforts, we aim to promote sustainable growth in the communities in which we live and of Maruetsu as well.

### What are SDGs?

At the United Nations Summit in September 2015, all UN member nations adopted the international "SDGs (Sustainable Development Goals)" action plan in which they promised to make their best efforts from 2015 through 2030 to reach their goals for sustainable development. The SDGs consist of 17 goals related to such issues as poverty, hunger, energy, climate change, and peaceful societies, which, it is believed, can be achieved with the active participation of companies.



## Efforts to Create Products that will Help Realize a Sustainable Society

SUSTAINABLE DEVELOPMENT GOALS



We aim to contribute to the conservation of the global environment and realize a sustainable society by actively developing products that take biodiversity into consideration.

### Green Growers, a private brand focused on sustainability

U.S.M. Holdings (see P22) is building the private brand, Green Growers, which is striving to achieve well-being that is good for the body and environment. It is expanding sales of very fresh, highly nutritious lettuce grown in company-operated plant factories and Beyond Beef, a meat alternative made from the principal ingredient of pea protein. The company will continue moving forward with creating products that lead to the realization of a sustainable society.



### Plant Based

In response to food supply and demand problems caused by the increasing world population, we have a plant-based area that sells alternatives to meats, which require a large amount of grain. We offer soy-derived "soy meat" as processed meat products and, in the bakery, sell hamburgers prepared with Beyond Beef.



### Entomophagy (Insect Eating)

"Entomophagy" is attracting worldwide attention as a highly productive way to ingest protein efficiently. Maruetsu offers related products including rice crackers made with cricket powder.



### MSC Certified Products

We are developing "MSC certified" (eco-labeled marine products) products. MSC certifications are granted to natural marine products caught in sustainable fisheries that are properly managed in consideration of marine resources and the environment.



### Certified Products that can help Solve Social Issues

By continuously importing agricultural goods and products from developing countries at fair prices, we have created a lineup of "Rainforest Alliance Certified" products certifying that "Fair Trade Certified" goods, products, or raw materials intended to improve the lives of producers and workers and help them become independent were produced using methods that enhance the sustainability of society, the economy, and the environment.



U.S.M.H's private label "eatime" brand coffee made with 100% Rainforest Alliance Certified coffee beans



Efforts to Create Connections with Local Communities

SUSTAINABLE DEVELOPMENT GOALS

1 No Poverty

2 Zero Hunger

3 Good Health and Well-being

4 Quality Education

8 Decent Work and Economic Growth

10 Reduced Inequalities

11 Sustainable Cities and Communities

17 Partnerships for the Goals



To bring smiles to the faces of local citizens!

Photo provided by: Musubie, Certified NPO National Children's Cafeteria Support Center

In order to contribute to the development of sustainable local communities, Maruetsu is joining with our customers to actively promote activities that contribute to society.

For healthy and prosperous lives

Joining with customers to support “children’s cafeterias”

As an initiative for ensuring children, who hold the future in their hands, grow up healthy, and to support regional revitalization and sustainable development, we have set up donation boxes to support the "Children's Cafeterias" at all stores and are joining with our customers to support "Children's Cafeterias." Each month, Maruetsu contributes an amount equal to the donations placed in donation boxes by customers in our stores and delivers the proceeds to "Children's Cafeterias" in areas where we have store through the "Musubie, Certified NPO National Children's Cafeteria Support Center" that supports the activities of network groups (intermediate support groups) that support the "Children's Cafeterias."



Photo provided by: Musubie, Certified NPO National Children's Cafeteria Support Center

Cumulative Donations of 78.5 Million JPY  
(As of the end of May 2023)

We also carry out "T Point" fundraising that supports "Children's Cafeterias" using common "T Points" sponsored and operated by CCC MK HOLDINGS Co.,Ltd

T Site (T Point Donations)  
Fund raising to support Maruetsu × Musubie "Children's Cafeterias"



Collaboration with Food Banks

We cooperate with our customers to organize “food drives” where customers donate food they have sitting at home to stores, which then donate the food to food banks and other organizations that conduct activities to deliver the food to facilities, organizations, and families that need assistance. We are also contributing to solving local community issues and reducing food loss by donating unopened food products that have not expired but that are hard to sell at stores due to damage to outer boxes, etc.



Our Original Permanent Food Donation Box

For healthy and prosperous lives

Issuance of the Kurashikata Catalog

A free monthly catalog customers can pick up at our stores that provides useful information for better living, such as cooking suggestions, seasonal information, recipes, and Maruetsu recommended products. First published in 1984, this catalog is popular with many of our customers.



Holding customer-participation events

At our Itabashi-minami store, we are establishing a connection corner as a place that creates community ties. In this space, customers can try out various instruments that measure health, and different events are held such as the “Healthcare Activities Festival” where registered dieticians provide dietary advice, the “Kids’ Food Education Tour” aimed at children, and customer-participation events held in collaboration with government offices and welfare organizations. These activities allow us to deepen ties with our customers.



Endeavors linking to the resolution of health issues

We are developing sales areas featuring the “Better for your body” icon to help people get necessary nutrients and eat fewer of the foods they tend to overindulge in, while still enjoying foods. The endeavor uses tools such as point-of-purchase advertising (POP) to color code elements such as protein, minerals, and low sodium to provide easy-to-understand information. We are taking a variety of approaches including products, services, and information-sharing to help people in the community be healthy.



Supporting the health of our customers and employees

Our company promotes efforts that help our customers and employees be physically and mentally healthy. In one such effort, store managers and area store managers completed training to become “heat stroke prevention advisors” and are utilizing that training on the sales floor and in customer interactions to provide accurate knowledge and methods for preventing heat stroke, which is a risk to anyone.





## Efforts to Create Connections with Local Communities

Creating  
Venues for  
Encountering  
and Learning  
about Food

### Direct Message to the Store Manager

Since establishing the practice in all stores in 1996, store managers have responded to all important suggestions and requests received from customers within three days. Approximately 17,000 customer comments are received a year, including online comments. We share these valued customer comments throughout the company and utilize them in management so that we can create even better stores.



Creating  
Venues for  
Encountering  
and Learning  
about Food

### Conducting “EATOPIA” cooking and culture classes

We conduct “EATOPIA” classes in the City of Warabi, Saitama Prefecture as a venue for disseminating information on and practicing ways of enriching “food” and “life” in support of “dining tables that bring smiles to our customers’ faces.” In addition to courses on cooking breads and sweets, we support children’s dietary education at our “Kids Cooking” children’s cooking classes taught by our registered dietitians and nutritionists. This is also a base we use as a Japan Dietetic Association “Certified Nutrition Care Station” where we hold health seminars and provide nutrition consultations designed to support the health of local citizens.



### Connecting with Customers at “Kitchen EATOPIA”

We have established “Kitchen EATOPIA” locations in 16 of our stores as venues for helping customers enjoy the full “richness of food” by proposing menus that can be used as hints for daily dining and health based on products available on sales floors, and for introducing recommended products, seasonal and popular products, convenient cooking appliances, and other goods found at each of the stores. We create connections through close, personal two-way communication and experiences with our customers.



Aiming to  
Enhance  
Social  
Welfare

### Assigning Service Care-Fitters\* at Stores

We are working to provide qualified “Service Care-Fitters.” Assistants learn “hospitality” and “caregiving skills” that help them assist elderly and disabled people with their shopping and are active in all stores to ensure that all customers can shop with peace of mind.

The service care-fitter qualification is accredited by the Nippon Care-Fit Education Institute.



**Service Care-Fitters: Approximately 1,010**

(As of the end of July 2023)

### Supporting Guide Dog Breeding Businesses

We have engaged in “guide dog breeding fundraising activities” since 1993 and donate the funds collected from customers through those activities to the “Japan Guide Dog Association.” To date, with the cooperation of our customers, we have donated a total in excess of 300 million yen to the association. Our aim for the future is to create stores where all customers, including those with guide dogs, can shop comfortably.

**Total donations: 347 million yen**

(As of the end of February 2023)



Photo provided by: The Japan Guide Dog Association

### We donate 1% of beverage vending machine sales

Since 2008, we have donated an amount equivalent to 1% of sales from beverage vending machines in front of or inside all of our stores to nursing care facilities through social welfare councils in regions where are stores are located. To date, these donations have been used to purchase wheelchairs and install handrails at these facilities.

**Total donations: 47.17 million yen**

(As of the end of February 2023)



### Donating Vaccines by Collecting PET Bottle Caps

With the cooperation of our customers, we sell PET bottle caps collected at stores as a recycled resource and donate the profits from the sales to the “NPO Japan Committee, Vaccines for the World’s Children” (JCV). Through JCV, we have given various vaccines, including the polio vaccine, to countries all over the world. We are helping to create environments where the children of the world can live healthy, abundant lives.



Photo provided by: NPO Japan Committee, Vaccines for the World’s Children



# Environmental Initiatives



Many Maruetsu products that bring a smile to the faces of our customers are grown in rich natural environments. We continue to join with our customers in efforts to protect the global environment towards the realization of sustainable business activities that support local communities.

## Maruetsu Environmental Policy

The Maruetsu, Inc. (“the Company”) operates supermarkets that are locally-based and dedicated to serving local communities. The Company not only offers safe and reassuring goods and services, but also provides support for environmental conservation activities and local environmental activities, together with its customers, with the aim of helping to build a sustainable recycling society.

- 1.The Company will operate and continuously improve its environmental management system, including the setting and furthering of environmental goals, in order to minimize the environmental impact of its business activities.
  - (1) The Company will carry out efforts to cut electricity consumption and other forms of energy and resource consumption.
  - (2) The Company will apply the 3-R approach (reduce, reuse, and recycle) to cut final waste.
  - (3) The Company will reduce CO2 emissions per store to help stop global warming.
  - (4) The Company will work to spread and popularize environmentally friendly products.
- 2.The Company will endeavor to prevent environmental pollution and protect ecosystems for the purpose of environmental conservation, and will comply with applicable legal regulations relating to the environment, and other requirements that it has agreed on.
- 3.The Company will make this policy known to its employees, and ensure that each one of them observes it and actively engages in environmental conservation activities.
- 4.The Company will make this policy known to people both within and outside the company, and endeavor to actively provide information.

The Maruetsu, Inc.  
President and Representative Director Masaharu Homma

## Engaging in activities in compliance with ISO 14001

Our headquarters and five stores obtained “ISO14001” certifications in September 2006. ISO14001 is the international standard for Environmental Management Systems. At present, 299 of our business locations (including headquarters) have obtained this certification.

We promote environmental conservation activities to create a sustainable, recycling-oriented society.



## Introducing Solar Power Generation and EV Charging Stations

We have installed solar power generation equipment on the roof of our Funabashi Miyama Store, and the store self-consumes this self-produced power in its business activities. This power not only helps reduce electric power costs, it can also be used as an emergency power source during power outages caused by disasters. In conjunction with the recent increase in electric vehicles, we are installing EV quick charge stations in customer parking lots. In addition to being one part of our infrastructure services that enables quick charging while customers shop, these stations also help reduce our environmental load.



## Promoting Recycling Activities

To promote the collection of recyclable resources, we have installed collection boxes at stores for food trays, paper cartons and other recyclable resources. At some stores, a distinguishing feature of our boxes for paper cartons is that they can also accept cartons with vapor-deposited aluminum.



## Recycling in cooperation with local communities



### Recycle resources collected at stores

The recycling of precious resources helps to conserve resources and energy, reduce CO<sub>2</sub> emissions, and mitigate global warming. We set up collection boxes for paper cartons, food trays, and other items in each store in order to recycle these resources.

Paper cartons (collected at 277 stores)	Aluminum cans (collected at 9 stores)	PET plastic bottles (collected at 180 stores)	Food trays (collected at 277 stores)
Quantity collected: <b>549 tons</b> (Approx. 66,122 cartons per store per year) Assumes that one 1 L paper carton weighs 30 grams	Quantity collected: <b>8 tons</b> (Approx. 58,074 cartons per store per year) Assumes that one 350 ml aluminum can weighs 15 grams	Quantity collected: <b>441 tons</b> (Approx. 48,966 cartons per store per year) Assumes that one 500 ml bottle weighs 50 grams	Quantity collected: <b>181 tons</b> (Approx. 130,873 cartons per store per year) Assumes that one tray weighs 5 grams
Dissolved to recover pulp fibers	Dissolved and processed into ingots for aluminum cans	Compression and packing, melting, pelleting (fine granules)	Crushing, melting, pelleting (fine granules)
Toilet rolls and tissue (Kleenex)	Aluminum cans and aluminum products for home use	Uniforms, carpet, plastic egg cartons, and solid fuel	Recycled into new food trays



### Recycling waste from stores

We are working to recycle waste emitted by stores, and have stepped up efforts to suppress and reduce food waste generated from stores in contribution to realizing a recycling society

Vegetable and other food garbage	Waste edible oil	Bony parts of fish	Cardboard, waste paper, etc.	Bottles and cans
Recycle rate: <b>23.3%</b> Quantity of waste emitted: <b>7,256 tons</b>	Recycle rate: <b>100.0%</b> Quantity of waste emitted: <b>560 tons</b>	Recycle rate: <b>100.0%</b> Quantity of waste emitted: <b>1,141 tons</b>	Recycle rate: <b>100.0%</b> Quantity of waste emitted: <b>25,002 tons</b>	Recycle rate: <b>100.0%</b> Quantity of waste emitted: <b>311 tons</b>
Crushed, dried, and fermented	Refined	Boiled, squeezed, separated, and dried	Compressed/packed, dissolved, and processed	Sorted, crushed, and dissolved
Fertilizers and feed	Soap and feed	Livestock feed and fish oils	Cardboard	Bottles and cans

\* FY2021 results

[Click here for environmental accounting](#)



## Visualization of waste helps to raise waste reduction awareness among employees

The first step in reducing waste emissions is understanding how much of what kind of waste is being emitted. Maruetsu is working to promote the “visualization” of waste emissions by implementing Waste Emission Management Systems mainly at stores bearing the Maruetsu name. Measuring and visualizing the numerical values of emissions for themselves will give each employee a greater motivation to reduce waste.





## Environmental Initiatives

SUSTAINABLE DEVELOPMENT GOALS



### Supporting Environmental Conservation Activities

We have been donating to environmental conservation groups since 2020 to promote natural environment conservation and biodiversity. These groups have put our donations to use in environmental conservation activities, like mitigating the ocean plastic garbage problem for example.

#### Donation Recipients

##### ◆ Japan Environmental Action Network (JEAN)

JEAN is a non-profit environmental NGO that has been continuously engaged in activities for resolving the ocean garbage problem in order to pass garbage-free, healthy, clean oceans to future generations since 1990.



##### ◆ World Wild Fund for Nature Japan (WWF Japan)

From April 1, 2020, Maruetsu has become a corporate member of WWF Japan and supports its activities toward the preservation of the environment. WWF is an environmental preservation organization active in more than 100 countries. Its projects are funded by membership fees, donations and other money.

### Voluntary forest conservation activities in Maruetsu's Forest

We have participated in the "Musashino Forest Restoration Project," which is a forest conservation project in Saitama Prefecture, since 2010. Ever since planting wild cherry trees and maples in 2010 at the "Maruetsu Forest" located in Yokote, Hidaka City, Saitama Prefecture, employee volunteers have been cutting undergrowth from the trees each year as an activity for conserving them. We will continue our activities to protect local environments and reduce greenhouse gases.



### Arakawa Clean Aid Project

Arakawa Clean Aid is a project for restoring the abundant nature of the Arakawa River by picking up garbage in various places on the riverbed of the Arakawa River to address such problems as river garbage, water quality, and natural recovery. At Maruetsu, as part of their environmental training, all new employees also participate in the training to learn the division of roles and how to work with others.



#### Actual Donations (for 2022 through 2023)

We actively support activities that contribute to society and to environmental conservation activities with the aim of realizing a sustainable society.

Major Donations	Period	Amount of donations	Recipient
Donation from the guide dog breeding fund	Contributions collected from Mar. 2022 to Feb. 2023	14,375,750 yen	Japan Guide Dog Association
Donation of funds raised to support "Children's Cafeterias"	Store donations and contributions from Maruetsu from Mar. 2022 to Feb. 2023	20,000,000 yen	Musubie, Certified NPO National Children's Cafeteria Support Center
Donation of 1% of sales from beverage vending machines	Amount equivalent to 1% of sales from beverage vending machines from Mar. 2022 to Feb. 2023	2,600,000 yen	Social welfare conferences in different regions
Donation of gain on sales of collected caps for PET plastic bottles	Gain on sales of caps collected from Mar. 2022 to Feb. 2023	1,147,510 yen	Japan Committee, Vaccines for the World's Children
Emergency Relief Fundraising for Victims of the Southeast Turkey Earthquake	February 10, 2023 - February 26, 2023	1,908,611 yen	Turkish Ambassador to Japan
Emergency Relief Fundraising for Victims of the Earthquake in Southeast Turkey and Syria	February 27, 2023 - March 12, 2023	937,437 yen	UNICEF Tokyo Office
Donations to support environmental conservation activities	Donation date: March 31, 2023	1,000,000 yen	Japan Environmental Action Network (JEAN)
		1,000,000 yen	World Wide Fund for Nature Japan (WWF Japan)
Donations for activities to conserve eels	10 yen per eel product sold contributed from sales of such products on July 18-23, 2022	2,071,790 yen	Kagoshima Prefectural Council for Boosting Eel Supply

## Distribution System



Yashio Normal Temperature Distribution Center (Yashio, Saitama)



Yokohama Normal Temperature Distribution Center (Yokohama, Kanagawa)



Misato Complex Center (Misato, Saitama)



Kawasaki Complex Center (Kawasaki, Kanagawa)

In terms of the distribution and fresh food processing centers for supporting our more than 300 stores, we have two room temperature distribution centers, a small-store distribution center, and two complex centers that form a low temperature distribution system (cold chain) that handles fresh food processing and low temperature products. We have also established a bakery/deli center and a satellite supply system in the heart of Tokyo.

## Group companies



### Maruetsu Fresh Foods Co., Ltd.



We will stably and continuously supply safe and worry-free products at low cost with the goal of "enhancing productivity" while targeting "the production of beautiful products."

Business: Manufacture and processing of food products at fresh food processing centers  
Location: 5-51-12 Higashi Ikebukuro, Toshima-ku, Tokyo  
Date of Incorporation: April 2010  
Representative: Taketoshi Kawada, president and representative director



### Marno Co., Ltd.



Our aim is to become a company "overflowing with employees who work energetically despite their disabilities."

Business: A special subsidiary engaging in contracted operations and clerical services  
Location: 5-51-12 Higashi Ikebukuro, Toshima-ku, Tokyo  
Date of Incorporation: March 1992  
Representative: Tamotsu Fukuda, president and representative director



### Maruetsu-Kaihatsu Co., Ltd.

Business: Real estate management and development of stores and shopping centers  
Location: 5-51-12 Higashi Ikebukuro, Toshima-ku, Tokyo  
Date of Incorporation: April 1989  
Representative: Hidemasa Ishii, president and representative director



### Asubiz Support Co., Ltd.

Business: Worker dispatch and contracted services  
Location: 5-51-12 Higashi Ikebukuro, Toshima-ku, Tokyo  
Date of Incorporation: March 2017  
Representative: Yoshio Yasuda, president and representative director

### Food Quality Management Center Co., Ltd.

Business: Contracted inspections on food quality, safety and Hygiene  
Location: 5-51-12 Higashi Ikebukuro, Toshima-ku, Tokyo  
Date of Incorporation: July 2010  
Representative: Yuichi Sasaki, president and representative director

### Nippon Ryutsu Mirai Kyoiku Center Co., Ltd.

Business: Education services exclusively for supermarkets  
Location: 3-22-30 Chuo, Warabi, Saitama Prefecture  
Date of Incorporation: October 2002  
Representative: Hiroshi Saito, president and representative director

## History



- 1945** Uoetsu Shoten begins business in the city of Urawa (now in the city of Saitama) in Saitama Prefecture.
- 1952** Uoetsu Shoten Y.K. is established.
- 1959** The company name is changed to Maruetsu Store Y.K.
- 1965** The Omiya store opens as the first self-service food supermarket
- 1970** Operations are expanded into Tokyo and the company is reorganized as Maruetsu Store K.K.
- 1974** The company name is changed to The Maruetsu, Inc.
- 1975** The Omiya Distribution Center is built in the city of Omiya (now part of the city of Saitama) in Saitama Prefecture.
- 1976** Operations are expanded into Chiba Prefecture.
- 1977** Listed on the Second Section of the Tokyo Stock Exchange, the first food supermarket to do so.
- 1978** The number of stores in the Tokyo area exceeds 100 after the merger with Primart Co. Ltd.
- 1979** The consumer monitoring program is introduced.
- 1981** Shares of Sundaymart Co., Ltd. are acquired and a merger with Sanko Co., Ltd. is conducted.
- 1984** Shares are transferred to the first sections of the Tokyo and Osaka Stock Exchanges.
- 1986** Introduction of point-of-sales systems begins.
- 1989** The Head Office is relocated to Higashi Ikebukuro, Toshima-ku, Tokyo.
- 1991** The Eatopia hands-on lesson on health and eating culture is launched. **CSR**
- 1993** The guide dog breeding fund is launched. **CSR**
- 1995** The planting fund is launched. **CSR**
- 1996** The direct message to the store manager is introduced for encouraging customer feedback. **CSR**
- 1999** Maruetsu wins a Minister of International Trade and Industry award for excellent consumer-oriented companies in FY 1999.
- 2000** Maruetsu wins a Minister of Labour award at the FY2000 Awards for Outstanding Offices and Workers for the Employment of Persons with Disabilities. **CSR**
- 2001** A business and capital alliance is formed with Suehiro Co., Ltd.
- 2002** Shares of Pororoca Corporation are acquired. Nippon Ryutsu Mirai Kyoiku Center Co., Ltd. Is established. The number of Maruetsu stores reaches 200.
- 2003** Sundaymart Co., Ltd. merges with Suehiro Co., Ltd.
- 2004** The cumulative total of the guide dog breeding fund exceeds 100 million yen. **CSR**
- 2005** Maruetsu wins a prize in the fourth Tokyo Metropolitan Green Consumer Encouragement Award. **CSR**
- 2006** A new management philosophy is formulated. The Head Office and five stores are certified with ISO 14001 **CSR**
- 2007** A new symbol and a new brand philosophy are formulated. A business alliance is formed with Aeon Co., Ltd. And with Marubeni Corporation. Mergers with Sundaymart Co., Ltd. and with Pororoca Corporation take place.

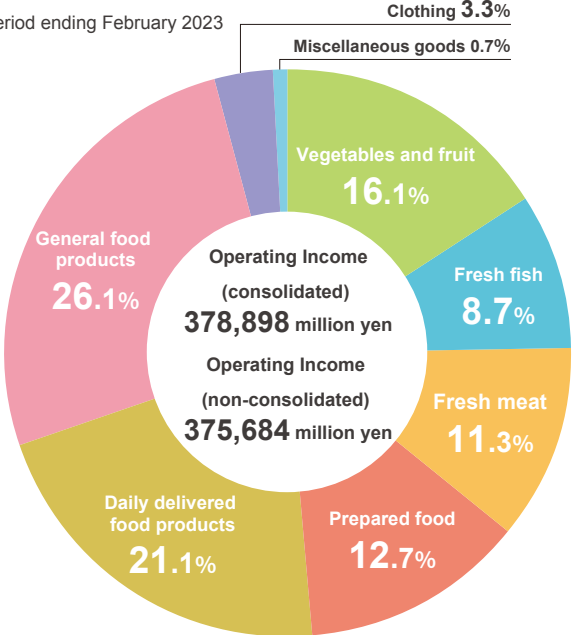
- 2009** A shareholder special benefit program is launched. The Head Office and all stores are certified with ISO 14001. **CSR**  
Certification of an excellent company in disability employment is obtained from the Ministry of Health, Labour and Welfare. **CSR**
- 2010** Store brands are integrated into three: Maruetsu, Maruetsu Petit and Lincos. Normal temperature distribution centers are inaugurated in Yokohama and Yashio. The Kawasaki Complex Center is inaugurated.
- 2011** The number of Maruetsu Petit stores reaches 50. Assistance efforts are made for reconstruction of the region devastated by the Great East Japan Earthquake. **CSR**
- 2012** The cumulative total of the guide dog breeding fund exceeds 200 million yen. **CSR**  
The Misato Complex Center is inaugurated. A joint venture is set up with Suning Appliance Corporation with a view to launching a store in China.
- 2013** The Kawasaki and Misato Complex Centers are certified with ISO 22000. Maruetsu wins the highest prize in the demonstration project category in the Sakana no Kuni no Shiawase Award organized by the Fisheries Agency. The Lincos Wuxi Suning Plaza Store is inaugurated as the first store in China.
- 2014** A basic agreement is signed to establish an alliance of supermarkets in the Tokyo area. The Lincos Wuxi Coastal City Store is inaugurated as the second store in China. Assistance in eel resources conservation activities is commenced. **CSR**  
Shares are delisted from the First Section of the Tokyo Stock Exchange.
- 2015** The Maruetsu, Inc., Kasumi Co., Ltd. and Max Valu Kanto Co., Ltd. integrate to establish a joint holding company called United Super Market Holdings Inc. Its shares are listed on the First Section of the Tokyo Stock Exchange. Maruetsu wins honorable mention at the fifth Carbon Offsetting Awards. **CSR**  
Maruetsu wins appreciation prize at the Tohoku Region Carbon Offset Grand Prix. **CSR**
- 2016** The Towa Bakery and Food Preparation Center is inaugurated.
- 2017** Asubiz Support Co., Ltd. is established. Maruetsu wins Tohoku appreciation prize at the Tohoku Region Carbon Offset Grand Prix for the second time. **CSR**
- 2018** Maruetsu obtains the "Eruboshi" Level 2 certification based on the Act on Promotion of Women's Participation and Advancement in the Workplace. **CSR**  
Maruetsu wins Tohoku appreciation prize at the Tohoku Region Carbon Offset Grand Prix for the third time (and second time in two consecutive years). **CSR**
- 2019** Cumulative amount of donations to the training of guide dogs reaches and exceeds 300 million yen. **CSR**  
Issuance of Maruetsu Card starts. Maruetsu receives Tohoku appreciation prize at the Tohoku Region Carbon Offset Grand Prix for the fourth time (third consecutive year). **CSR**
- 2020** 75th Business Anniversary  
Achieves 300 Maruetsu stores
- 2021** Launches "Smart Petit" chain of unattended stores for companies
- 2022** Obtained "DX Certified Business Operator" certification from the Ministry of Economy, Trade, and Industry

## Corporate Profile

Company Name	The Maruetsu, Inc.
Head Office Location	5-51-12 Higashi Ikebukuro, Toshima-ku, Tokyo 170-8401 Japan
Main Phone Number	+81-(0)3-3590-1110
Representative directors	Chairman and Representative Director Ryota Furuse President and Representative Director Masaharu Homma
Date of Foundation	October 1945
Date of Incorporation	June 16, 1952
Capital	100 million yen
Number of Stores	305 (as of the end of July 2023)
Number of Employees (nonconsolidated)	15,839 (incl. 11,975 part-time employees) * Average number of employees during the period converted to eight hours a day * As of the end of February 2023

### Sales share by product category (non-consolidated)

\* Period ending February 2023



## U.S.M. Holdings

ユナイテッド・スーパーマーケット・ホールディングス



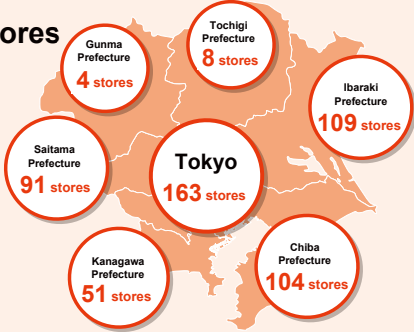
United Supermarket Holdings Inc. was established in March 2015 as a joint holdings company through the integration of Maruetsu with Kasumi Co., Ltd. and MaxValu Kanto Co., Ltd. As major changes occur in society, we are carrying out the Third Medium-term Management Plan drawn up after careful consideration of our vision for sustainability in the future and facing the fundamental questions of "What kind of company do we want to be?" and "How should we evolve?" This plan provides resolute faith in the well-being of regional residents, culture, industry, and community, as well as our employees and their families. We are aiming to evolve into a company that grows together with the community by establishing three "engines" driving us forward and continuing to create unique value, and while we respect the existing history and concept of supermarkets, we are striving to build a business that goes further. That is, we are setting our sights on the "Beyond Supermarket" concept and pursuing value creation and ongoing business growth.

### Corporate Profile

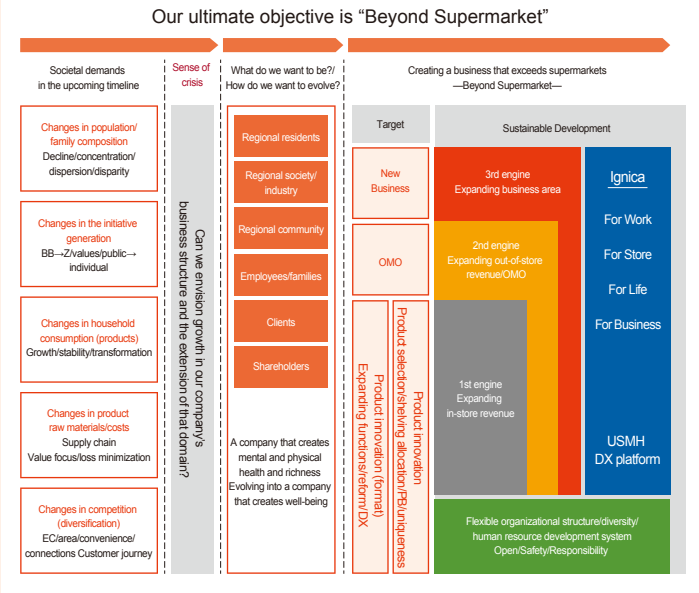
Company Name: United Super Markets Holdings Inc.  
Representatives: Motohiro Fujita, president and representative director  
Head Office: 1 Kanda Aioicho, Chiyoda-ku, Tokyo, Japan

### Number of Stores in the Group

A total of  
**530 stores**  
in the Group



### Outline of the Third Medium-term Management Plan (2023-2025)



Date of Establishment: March 2, 2015  
Capital: 10 billion yen  
Business: Management of supermarket operations

### Group's Operating Income

	The Maruetsu, Inc.	KASUMI CO., LTD.	MaxValu Kanto Co., Ltd.	Total
Number of Stores	305 stores	194 stores	31 stores	530 stores
Operating Income	378.5 billion yen	286.0 billion yen	43.4 billion yen	708.6 billion yen

\* The figures for the number of stores are as of the end of July 2023.  
\* The operating income figures are based on the consolidated financial results for the fiscal year ended February 2023.