



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.

As community-based food supermarkets,
we are committed to contributing to a healthy and rich diet for everyone.



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	Shiawaseikatsu (Happy Life)	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."



Make "Maruetsu" the choice for customers, and employees

Maruetsu is a food supermarket chain with 306 stores (as of the end of July 2024) in Tokyo and five prefectures in the Greater Tokyo area, welcoming customers under the trade names Maruetsu, Maruetsu Petit, and LINCOS.

The environment surrounding us is constantly changing, with rising energy prices and the weakening of the yen leading to higher prices, as well as a growing shortage of labor. Even in such circumstances, our mission is to listen to and respond to our customers' needs.

To achieve this mission, based on Maruetsu's brand message, "Shiawaseikatsu" (Happy Life), we have clearly stated our desire to be the "nearest store" that supports the lives of our customers, employees, and the local community, as "our ideal" and have made it our guideline. This is the message we share so that all employees move forward in the same direction and ensure the meaning of Maruetsu's existence. With this in mind, we are creating stores that customers will choose.

In addition, to realize a sustainable society, we promote environmentally friendly initiatives and activities that contribute to solving social issues. Because we also believe that the growth of each and every employee is the growth of Maruetsu, we are striving to foster a corporate culture that values autonomy.

Our company started in October 1945 as a fresh fish store "Uoetsu Shoten" in Urawa City (now known as Saitama City), Saitama Prefecture, and 2025 will mark the 80th anniversary of our founding. We are grateful to all of our stakeholders who have supported us, and we will continue to respond to our customers and employees based on our "meaning of existence" in order to keep moving forward into the future.



Chairman and Representative Director
古瀬 良多
Ryota Furuse



President and Representative Director
本間 正治
Masaharu Homma

Maruetsu by the Numbers

* Consolidated financial results for the fiscal year ended February 2024



Established

79th Anniversary



No. of Stores

306

* As of the end of July 2024 (Japan)



No. of Customers per Day

Approximately **630,000**



Consolidated Operating Revenue

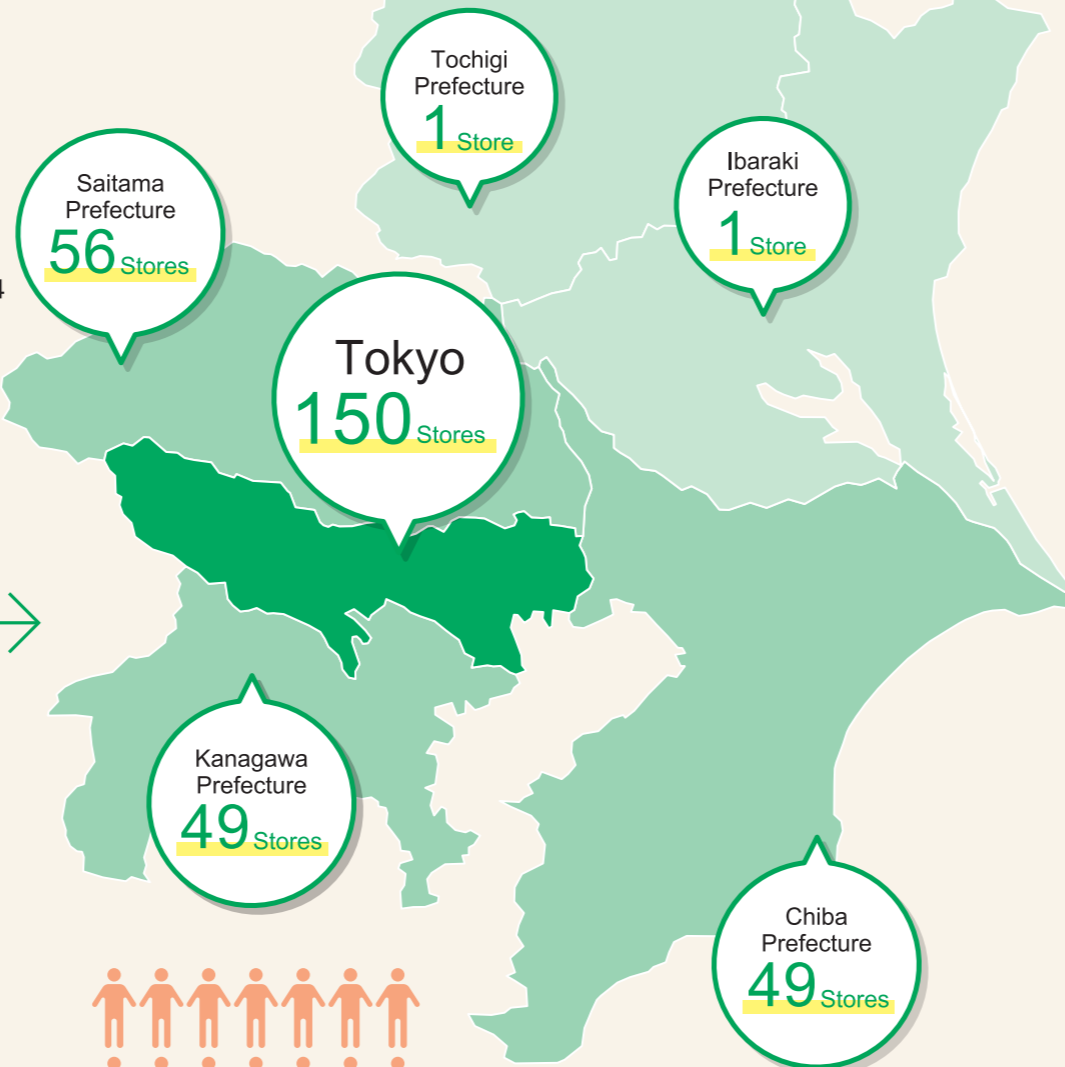
389.8 billion yen



Consolidated No. of Employees

15,572

* Including 11,714 part-time employees (average number of employees during the period converted to eight hours a day)



Types of stores



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.

225 Stores



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 about 130 to 500 m².

75 Stores



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

6 Stores



(Uoetsu)

Fresh fish stores that purchase daily from the Toyosu market with a focus on freshness and value.

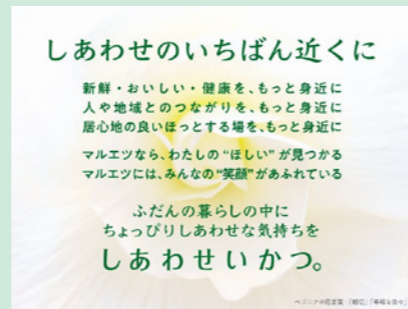


Maruetsu's "Ideal"

We, Maruetsu have made what we want to be in the future clear as "Our Ideal" in the statement, and have also made it the guideline for our activities.

Our ideal

Based on our brand message, Shiwaseikatsu (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.

Shiwaseikatsu
brings a little happiness to everyday life.

The language of the begonia flower: Kindness and happy days

"Well-being Journey" with our customers in the community

The series of steps leading to the "Well-being" of our customers in the community through a healthy and rich diet can be likened to a journey, and we have defined it as the "Well-being Journey." Maruetsu aims to walk alongside and be a part of this journey.



"Well-being City", an illustration of a cityscape that is part of the "Well-being Journey" of our customers in the community.

Illustration: Hitohisa Isogai

As a spatial design motif for the stores, we will accompany customers in their Well-being experience by creating a space for healing and the joys of shopping.

Aiming for “Shiawaseikatsu” (Happy Life)

Our brand message, “Shiawaseikatsu” (Happy Life) is a combination of the words “shiwase” (happiness) and “seikatsu” (life).

We will deliver to our customers a small feeling of “happiness” that they can experience in their “everyday life”. For the smiles of our customers and employees, we value the connections that have been and will be established, and are working to create a system that allows the employees to serve our customers and work at Maruetsu in an active manner.

DX promotion



P.9-10

Creating connections with customers



P.11-14

Creating products that create fans



P.7-8

A workplace where each and every employee can work comfortably



P.15-16



Creating products that create fans

In order to contribute to our customers' healthy and rich diet, we are working to develop attractive and delicious products that we can confidently recommend to our customers. We strive to create stores where customers can enjoy selecting products through a wide selection of goods.



Product development in pursuit of uniqueness

As a food supermarket, Maruetsu promotes the creation of products that are not only safe and secure, but are also attractive to customers. In particular, in terms of fresh foods, we strive to develop fresh products that are carefully selected from production areas and farms, as well as products that meet the needs of our customers, and we offer many products that can only be purchased at Maruetsu.

Kudamono Biyori (fruit)



Yuyumegyu (beef)



Otsuna FISH, Otsuna MEAT (snacks)



Wada noen no Yasai (vegetable)



Michinoku Shinrin Dori (chicken)



Osakanaya-san no Otsumami (snacks)



maruetsu365

We proudly recommend these products to support our customers' smile-filled days. The products, ranging from food to daily necessities, are available at each sales floor. The "black" POPs are for quality products, while the "green" POPs are for products with a reasonable price.



As a product lineup that leverages the Group's strengths, we offer U.S.M.H's private brand "eatime" and Aeon's private brand "TOPVALU".

eatime



TOPVALU

さあ、ワクワクするほうへ!

Now, on to the exciting future!

TOPVALU グリーンアイ

もっと安心、もっとやさしく

More peace of mind, more ease

BESTPRICE

今回も明日も、ほしいもの

What I want everyday, both today and tomorrow

Unique products also available on our website



Realization of Maruetsu's delicious delicatessen

We are striving to create sales areas and products that remind customers of Maruetsu by strengthening our product lineup, merchandise assortment, and store competitiveness.

Soka Delicatessen Center opened



In March 2024, the Delicatessen Center (Soka City, Saitama Prefecture) began operations in order to develop and supply "delicious products" prepared with special cooking methods that meet customers' needs. In addition to all Maruetsu stores, the products will be supplied to a total of more than 500 stores in the U.S.M.H Group, strengthening the product power of the entire group.

Original brand with specialties "Maigokoro" and "Umagokoro"



We have original brands developed and manufactured with special attention to ingredients and cooking methods, naming them "Maigokoro" (rice products such as rice balls and rolled sushi) and "Umagokoro" (prepared dish products such as side dishes). We aim to create a delicatessen where customers can enjoy choosing from our products by launching new products and renewed recipes every month.

Creating products that lead to the realization of a sustainable society

By developing products that take biodiversity into consideration, we aim to contribute to the conservation of the global environment and realize a sustainable society.

Green Growers, a private brand focused on sustainability



U.S.M.H offers sustainability-conscious products under the private brand "Green Growers" based on the concepts of "safe and secure," "healthy," and "environmentally friendly." At THE TERRABASE Tsuchiura, our own plant factory, we produce lettuce and other products under a clean, mechanized environment with closed cultivation equipment, and we are also working to reduce water consumption during cultivation. In addition, we also offer retort foods such as curry, bolognese, and mapo tofu made with BEYOND MEAT®, a plant-based meat substitute under the meal series "GREEN GROWERS Meal."



By responding to diversifying lifestyles and promoting DX, we are developing services that make it easier for both in-store and online customers to enjoy shopping. We are also actively promoting the introduction of DX in our work at Maruetsu.

DX Certified Business Operator

In 2022, in recognition of our proactive promotion of new store development utilizing digital technology, we were certified as a "DX Certified Business Operator" under the DX Certification System established by the Ministry of Economy, Trade and Industry (METI), and renewed on April 1, 2024.



More convenient shopping

Self-checkout machine

We are introducing a full self-checkout system that allows customers to do everything from scanning products to payment for checkout. In addition, smartphone payments can be used at all checkout machines, including self-checkouts.



Scan & Go

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.



Online Delivery

This service allows you to order everything you need for daily life, from groceries to household items, whenever you want, wherever you are, using your computer or smartphone.



Online Delivery, an online supermarket, allows you to pick up items available at the store at your home or at a designated destination within the delivery area.

ignica store



The ignica store, our e-commerce website, offers a variety of products, including products that are not available in stores, such as gift items carefully selected by our buyers, pet supplies, and home electronics, and delivers them to all parts of Japan.

Work more smoothly

Electronic shelf tags

To reduce the workload in stores, we have introduced electronic shelf tags. The time and burden of manually replacing POPs and checking sales prices, which used to be done manually, have been reduced, and work efficiency has been greatly improved. The time saved by streamlining operations is used to create sales floors and customer contact points.



Predictive ordering

For in-store ordering, we have introduced "demand forecasting ordering," which enables us to forecast sales volume more accurately by referring to data such as customer visitation forecasts calculated by utilizing weather forecasts. It has greatly reduced the amount of time spent making orders, which used to be done manually, contributing to increased operational efficiency. We also strive to reduce waste loss and prevent opportunity loss by optimizing order quantities.



Creating connections with customers

We, Maruetsu value being close to our customers. We offer a variety of services so that all customers can enjoy shopping comfortably and safely at any time.



Our services Responding to diversifying shopping needs

Home Delivery Service (Rakuraku Kuma-san Takuhaibun)

We offer "Home Delivery Service (Rakuraku Kuma-san Takuhaibun)" (paid service), which delivers products purchased at a store to the customer's home within 3 hours. A passport for this service is provided for those who are pregnant, have children under 3 years old, are 70 years old or older, have disabilities, or are certified as requiring nursing care.



Mobile supermarket

To provide a convenient and enjoyable shopping experience for all customers, we operate mobile supermarkets in cooperation with local governments in Kanagawa Prefecture. It not only serves as a lifeline for the community, but also leads to communication among customers.



Uber Eats

Customers can order products from the "Uber Eats" website and app, ranging from fresh food, prepared foods, beverages, liquor, dairy products, seasonings, and daily necessities, which are available at the stores. Once an order is placed, the product is delivered to the customer in an average of 30 minutes*.



*Arrival times may vary due to weather and other factors.

smart petit

"smart petit" is an unmanned store for corporate customers. For employees working in the office, our products can be purchased in one of the workplaces with our "Scan & Go" smartphone payment application. In the event of an emergency, the store will serve as food storage so that the employees can use the products as they are.



Customer care Customer-oriented services

Service Care-Fitters*

We promote the acquisition of "Service Care-Fitter" certification. Applicants learn "hospitality" and "care-fit skills" for the elderly and people with disabilities. They are providing help in each of our stores to ensure a safe shopping experience for all customers.

Service Care-Fitters: Approximately 1,020 (As of the end of May 2024)



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

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 16,000 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.



"Five Star Greeters"

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

Certified emergency lifesaving technicians

So, they can calmly take appropriate initial responses in the event of sudden accidents, 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 590 employees, mostly managers, who hold active lifesaving skill certifications.

Employees with lifesaving skill certifications: Approximately 590 (As of the end of May 2024)



Creating connections with customers

In addition to responding to customer requests, we value communication with our customers by proactively providing customer service through employees with extensive product knowledge, disseminating information from the sales floors, and holding events.



Sales floors

Offering a healthy and enriched lifestyle

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.



Addressing and communicating health topics

"More good things for your health!" With this icon, we design our sales floors to offer a healthy diet, including supplementation of nutrients necessary for the body. Color-coded POPs for protein, minerals, low-sodium, etc. are used to provide easy-to-understand information. We support everyone's health from a variety of perspectives, including the provision of products, services, and information.



Kitchen EATPIA

"Kitchen EATPIA", which is located in some stores, offers menus that provide hints for daily menu planning and health using products on the sales floor. The place provides a space where customers can enjoy the "richness of food" and communicate with each other.



Connection

Publication of recipes and holding events

Holding customer-participation events

As a place to create connections with the community and customers, some stores hold events in collaboration with government agencies and other organizations, as well as events for children. We also hold many events outside of our stores that customers can enjoy together, such as apple picking. Through these activities, we will continue to deepen our ties with our customers.



Issuance of the Kurashikata Catalog

"Kurashikata Catalog," a free newspaper that can be easily picked up in stores, provides monthly information useful for customers' daily lives, including recipe suggestions, seasonal information, lifestyle information, and our recommended products. Since its first issue in 1984, we have published over 500 issues and have received favorable reviews from many customers.



Conducting "EATPIA" cooking and culture classes

We conduct "EATPIA" 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.



A workplace where each and every employee can work comfortably

We at Maruetsu value not only the smiles of our customers, but also those of our employees. To this end, we respect the diversity of our employees while working to create a workplace where each individual can demonstrate his or her individuality and be motivated to work.



A place for diverse human resources to work

Promoting active roles for women

We are striving to improve the workplace environment so that all employees can continue to work in a way that is "true to themselves". As one of our efforts to promote women's activities, we have established a Diversity Promotion Office to prepare a support system to help each individual envision their own future.

Obtained second level of "L-boshi Certification" from the Minister of Health, Labour and Welfare



Work environments where everyone can thrive

We are actively working to create employment opportunities and improve the workplace environment so that everyone can work with vigor and enthusiasm. We have a system that allows employees to continue working as store managers and area store managers after the age of 60, making the most of their past experience. We also actively accept foreign technical interns from Vietnam and hire foreign nationals, and a variety of employees play active roles in the company. In terms of employment of people with disabilities, through our special subsidiary "Marno Co., Ltd." we are expanding opportunities for people with disabilities to work in a variety of settings, such as office work substitutes and at product displays in stores.



Number of accepted foreign technical intern trainees: **253** (as of the end of July 2024)

The employment rate of persons with disabilities is **3.3%** (As of June 1, 2024)

Creating a workplace where employees can be themselves at work

We respect the individuality of each employee and aim to create a workplace where employees can work in a way that is true to themselves while staying motivated. As part of this effort, we have created an environment in which employees can work in any hairstyle, hair color, clothing, and grooming they choose, on the premise that it does not interfere with work and does not cause discomfort to customers, while maintaining standards to be observed from a health and safety perspective.



Working style according to life events

We are committed to creating a rewarding and vibrant work environment for all of our employees. Employees can choose a work style that suits each employee's life events, such as childbirth, childcare, and nursing care.



A corporate culture that encourages people to raise their hands and take on challenges

We support the dreams of our employees and their careers, such as when they voice their desire to "try something new" or "be involved in operations that make use of their experience and skills." Employees with diverse perspectives have passed the internal job opening application and are working in various departments.

Comments from those who applied for the internal job opening



Making use of my interests in my work

Greetings
⇒ Sustainability promotion officer

A. T.
Partner

Turning point that led to applying for the internal job opening

I was interested in ethical and sustainable goods and things, and studied them on my own. Then I learned that there was an internal job opening and applied, hoping to make the most of what I knew for my work.

How did you feel when you got the job you wanted?

I am creating bulletin boards and other materials to make Maruetsu's sustainability known to as many people as possible. I am happy because I can use my knowledge and also make use of what I like to do, such as design and illustration.

How do you want to make use of the experience you gained from the internal job opening in the future?

With the support of those around me, I have had many opportunities to take on new challenges. I want to continue to actively communicate the concept of sustainability in a way that makes it accessible both inside and outside the company.



Taking on a challenge with no experience at all

Prepared foods manager
⇒ Point card customer analyst (currently working as Manager of Corporate Strategy Department)

Y. T.
Full-time employee

Turning point that led to applying for the internal job opening

I was good at preparing forms and comparing figures to change assortments and production numbers when I was at the store. At the time, there was an opening for data analysis work as part of a new business venture, and my manager encouraged me to apply.

How did you feel when you got the job you wanted?

Since it was a new business, I was constantly doing things by trial and error, but it was rewarding to cooperate with everyone in the department and contribute to the introduction of V-points (formerly T-points) to all stores, internal sales promotions, and customer analysis.

How do you want to make use of the experience you gained from the internal job opening in the future?

I learned that it is important to absorb opinions and know-how from inside and outside the company and to move forward one step at a time. I am now working in a different capacity as a manager, but I look forward to building my career with other colleagues by relying on my past experience as a stepping stone.

Environmental Initiatives

We continue to work together with our customers to protect the global environment in order to realize sustainable business activities.



Scan here for more information



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.

- 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.
 - The Company will carry out efforts to cut electricity consumption and other forms of energy and resource consumption.
 - The Company will apply the 3-R approach (reduce, reuse, and recycle) to cut final waste.
 - The Company will reduce CO₂ emissions per store to help stop global warming.
 - The Company will work to spread and popularize environmentally friendly products.
- 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.
- 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.
- 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

Promotion of recycling activities

To promote the collection of renewable resources, we have installed recycling bins for food trays and paper cartons in our stores. For the paper cartons, some stores are collecting paper carton products with aluminum vapor deposition coating.



Visualization of waste helps to raise waste reduction awareness

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.



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.

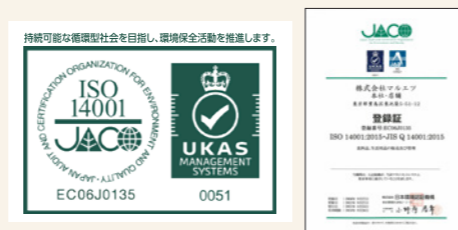
Donation Recipients

- ◆ Japan Environmental Action Network (JEAN)
- ◆ World Wide Fund for Nature Japan (WWF Japan)



Engaging in activities in compliance with ISO 14001

We 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.



Introducing solar power generation and EV charging stations

Solar power generation equipment was installed on the rooftops of the Nishi-Omiya Ekimae Store, Funabashi Miyama Store, and Soka Delicatessen Center. By engaging in self-production and self-consumption of electricity, we are contributing to reducing the cost of electricity. In addition, some of our stores have installed quick charging stations for electric vehicles in the parking lots for customers as part of their infrastructure services, which contributes to reducing environmental impact.



Use electricity derived from renewable energy sources

We use 100% electricity derived from renewable energy sources in approximately 190 of our stores. This is equivalent to about 60% of Maruetsu’s total electricity consumption, contributing significantly to the reduction of CO₂ emissions.



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

This activity involves picking up trash in various locations along the Arakawa riverbed while considering issues such as river debris, water quality, and natural restoration, with the aim of restoring rich natural environments. As part of our environmental education, all employees in their second year with the company participate in this program to learn how to share roles and communicate with others.





Initiatives for a prosperous society

We actively promote social contribution activities to bring smiles to the faces of local customers and to develop sustainable local communities.



Scan here for more information



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 stores through the “Musubie, Certified NPO Nationwide 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 Nationwide Children's Cafeteria Support Center

Total donations: **98 million yen**

(As of the end of June 2024)

We also carry out “V Point” fundraising that supports “Children's Cafeterias” using common “V Points” sponsored and operated by CCC MK HOLDINGS Co., Ltd.

V Point Site (V Point Donations) Fund raising to support Maruetsu × Musubie “Children's Cafeterias”



Promote “food drive” activities

With the cooperation of our customers, we are currently conducting “food drive” activities at 94 stores (as of the end of July 2024), where we ask customers to bring food that is not being used at home to our stores and donate it to facilities and organizations in need, or to food bank organizations that deliver food to families. In addition, food products that are difficult to sell in stores due to damage to the outer packaging, which are unopened and within their expiration dates, are also donated in the same way, helping to solve issues in local communities and reduce food loss.



Our original permanent food donation box

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.



Photo provided by: The Japan Guide Dog Association

Total donations: **367 million yen**

(As of the end of June 2024)

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 our stores are located. To date, these donations have been used to purchase wheelchairs and install handrails at these facilities.



Total donations: **49.67 million yen**

(As of the end of February 2024)

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

Actual Donations (for 2023 through 2024)

With the aim of realizing a sustainable society, we actively support social contribution and environmental conservation activities.

Major Donations	Period	Amount of donations	Recipient
Donation from the guide dog breeding fund	Contributions collected from Mar. 2023 to Feb. 2024	13,960,437 yen	Japan Guide Dog Association
Donation of funds raised to support “Children's Cafeterias”	Store donations and contributions from Maruetsu from Mar. 2023 to Feb. 2024	20,000,000 yen	Musubie, Certified NPO Nationwide 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. 2023 to Feb. 2024	2,500,000 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. 2023 to Feb. 2024	1,382,160 yen	Japan Committee, Vaccines for the World's Children
Donations for activities to conserve eels	10 yen per eel product sold contributed from sales of such products on July 25-30, 2023	1,913,400 yen	Kagoshima Prefectural Council for Boosting Eel Supply
2024 Noto peninsula earthquake emergency relief fund	January 4, 2024 - January 31, 2024	4,362,442 yen	Local governments in the affected area
	February 1, 2024 - February 18, 2024	2,211,151 yen	Japanese Red Cross Society
Donations to support environmental conservation activities	Donation date: March 29, 2024	1,000,000 yen	Japan Environmental Action Network (JEAN)
		1,000,000 yen	World Wide Fund for Nature Japan (WWF Japan)

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 EATPIA 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 FY1999.
- 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.
- 2005 Maruetsu wins a prize in the fourth Tokyo Metropolitan Green Consumer Encouragement Award. **CSR**
- 2006 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.
- 2009 Mergers with Sundaymart Co., Ltd. and with Pororoca Corporation take place. The Head Office and all stores are certified with ISO 14001. **CSR**
- 2009 Certification of an excellent company in disability employment is obtained from the Ministry of Health, Labour and Welfare. **CSR**

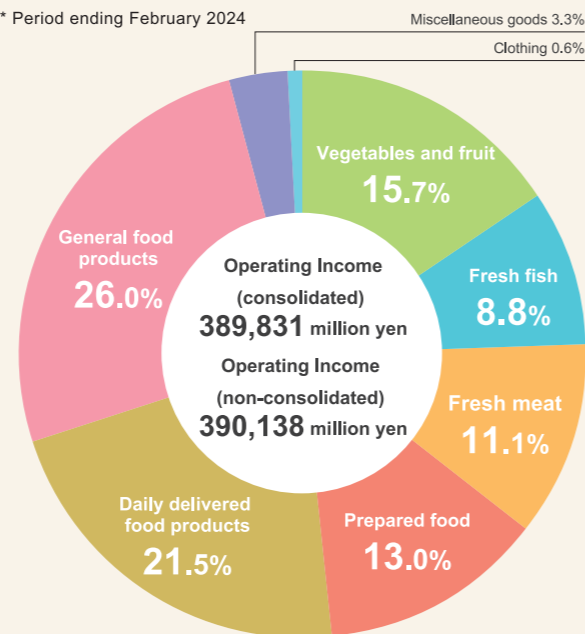
- 2010 Store brands are integrated into three: Maruetsu, Maruetsu Petit and Lincos. Normal temperature distribution centers are inaugurated in Yokohama and Yashio. The Kawasaki Complex Center is inaugurated.
- 2011 Assistance efforts are made for reconstruction of the region devastated by the Great East Japan Earthquake. **CSR**
- 2012 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**
- 2015 Shares are delisted from the First Section of the Tokyo Stock Exchange. The Maruetsu, Inc., Kasumi Co., Ltd. and MaxValu 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**
- 2016 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.
- 2018 Maruetsu obtains the "L-boshi" Level 2 certification based on the Act on Promotion of Women's Participation and Advancement in the Workplace. **CSR**
- 2019 Cumulative amount of donations to the training of guide dogs reaches and exceeds 300 million yen. **CSR**
- 2019 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 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.
- 2023 Transfer of ownership interest for a subsidiary in China.
- 2024 Soka Delicatessen Center opened.

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	Chairman and Representative Director
Directors	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	306 (as of the end of July 2024)
Number of Employees (consolidated)	15,572 (incl. 11,714 part-time employees) * Average number of employees during the period converted to eight hours a day * As of the end of February 2024

Sales share by product category (non-consolidated)

* Period ending February 2024



Distribution System



Our logistics system supports more than 300 stores with ambient temperature distribution centers, low-temperature complex centers with fresh food processing functions, and distribution centers dedicated to small stores. Furthermore, we are further strengthening our group-wide supply system by supplying delicatessen products to U.S.M.H group companies and jointly delivering products at the Yachiyo Grocery Center.

Group Companies

Maruetsu Fresh Foods Co., Ltd.

Business: Purchasing, manufacturing, processing and sales of food products

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

Date of Incorporation: April 2010

Representative: Taketoshi Kawada, President and Representative Director

Scan here to view our company profile



Marno Co., Ltd.

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

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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

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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: Toshiya Kawata, 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

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 Super Markets Holdings Inc. (U.S.M.H) was created in March 2015 as a joint holding company through the business integration of The Maruetsu, Inc., Kasumi Co., Ltd., and MaxValu Kanto Co., Ltd. In the fertile market of the Greater Tokyo area, we are developing community-based services by leveraging the brand strength we have cultivated over the years. As customers' lifestyles change and their consumption behavior diversifies, U.S.M.H aims to continue contributing to the rich and healthy diet of local customers, as well as to the preservation of the global environment and the "realization of well-being" of all stakeholders. And to make a greater contribution to society, we will deepen our "ties" and evolve into a group that "brings together" many people.

U.S.M.H's sustainability initiatives are presented in the "Integrated Report 2023." ▶



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

