



 U.S.M.Holdings



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



Scan here to visit our website



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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."



Continuing to bring happiness to your community

Maruetsu is a supermarket chain with 308 stores in the Greater Tokyo area and 5 prefectures (as of the end of May 2025). Our journey began in October 1945 as a small shop selling fresh fish in the city of Urawa (present-day Saitama City) in Saitama Prefecture. The year 2025 marks our 80th anniversary, and on this occasion we would like to express our deepest gratitude to everyone who has supported us along the way.

The environment we find ourselves in is continually changing. Today, that includes an escalating labor shortage in addition to a rise in prices occurring against a backdrop of energy price hikes and a weak yen. However, no matter the time period, the mission that has been passed down since our founding remains constant. We travel our journey alongside our customers and local lifestyles, and in support of our employees' aspirations.

Based on this mission, we strive to create stores that are favored by our customers and employees. In addition, we engage in activities that are environmentally friendly and solve regional issues to support the community's future and achieve even richer lives.

We endeavor to be a community store "right around the corner." We value being a place where our employees can excel in their own way, and will continue to be a company that can contribute to the future of local communities.

Maruetsu is committed to ongoing innovation and taking up new challenges while facing whatever changes the future brings.

President and
Representative
Director

本間 正治
Masaharu Homma



Maruetsu by the Numbers

* Consolidated financial results for the fiscal year ended February 2025



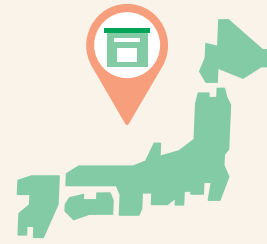
Established

80th Anniversary



No. of Customers
per Day

Approximately
640,000



No. of Stores

308

* As of the end of May 2025 (Japan)



Consolidated
Operating Revenue

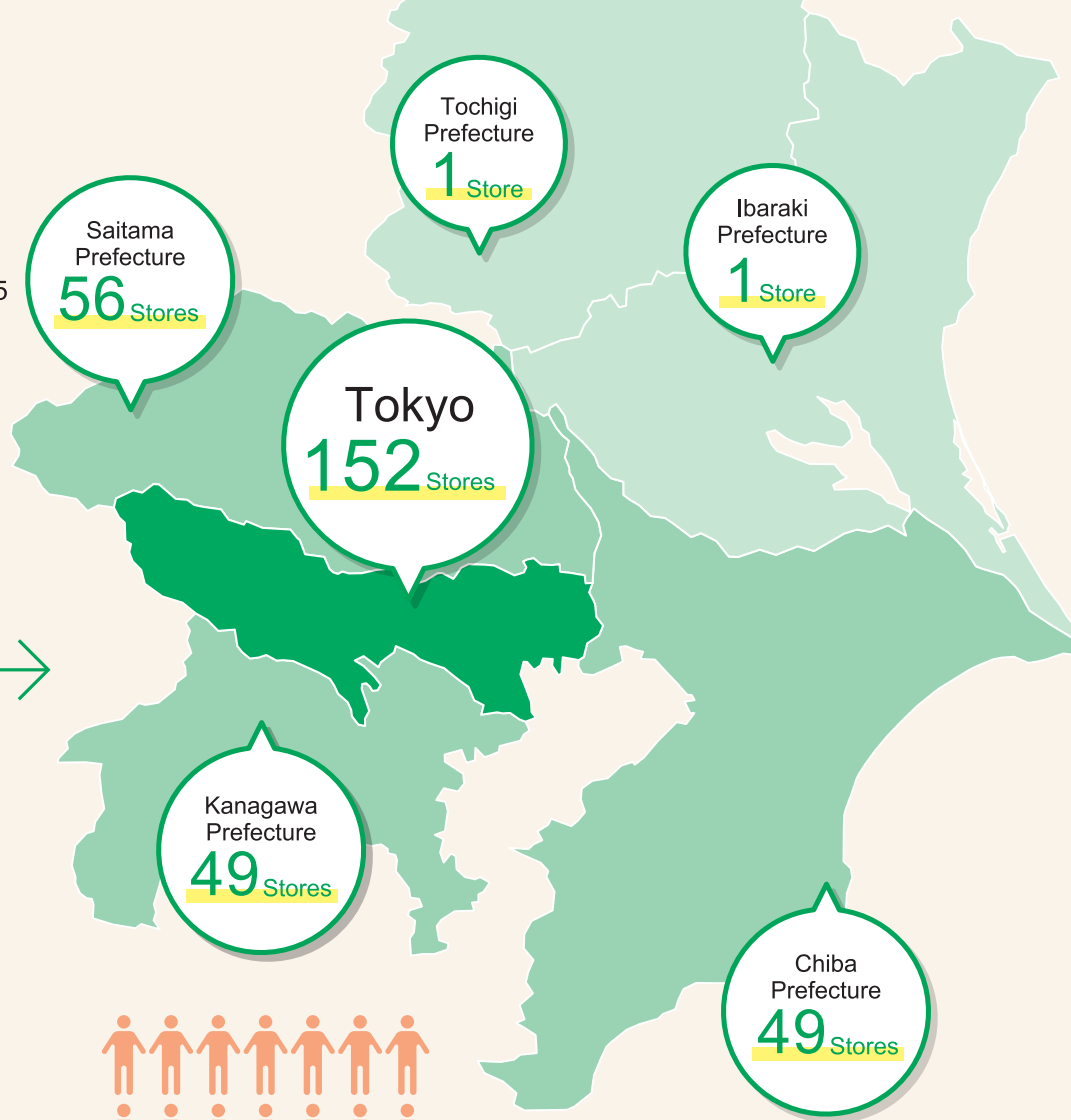
400.8 billion yen



Consolidated
No. of Employees

15,926

* Including 12,024 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.

226 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.

76 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.



“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. 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.

Illustration: Hitohisa Isogai

Aiming for “Shiawaseikatsu” (Happy Life)

Our brand message, “Shiawaseikatsu” (Happy Life) is a combination of the words “shiawase” (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.11-13

Creating products that create fans

P.7-8

A workplace where each and every employee can work comfortably

P.14-16

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, Shiawaseikatsu (Happy Life), we want to be the “nearest store” that supports our customers, employees, and community life.

しあわせのいちばん近くに
新鮮・おいしい・健康を、もっと身近に
人や地域とのつながりを、もっと身近に
居心地の良いほっとする場を、もっと身近に
マルエツなら、わたしの“ほしい”が見つかる
マルエツには、みんなの“笑顔”があふれている
ふだんの暮らしの中に
ちょっぴりしあわせな気持ちを
しあわせいかつ。

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.

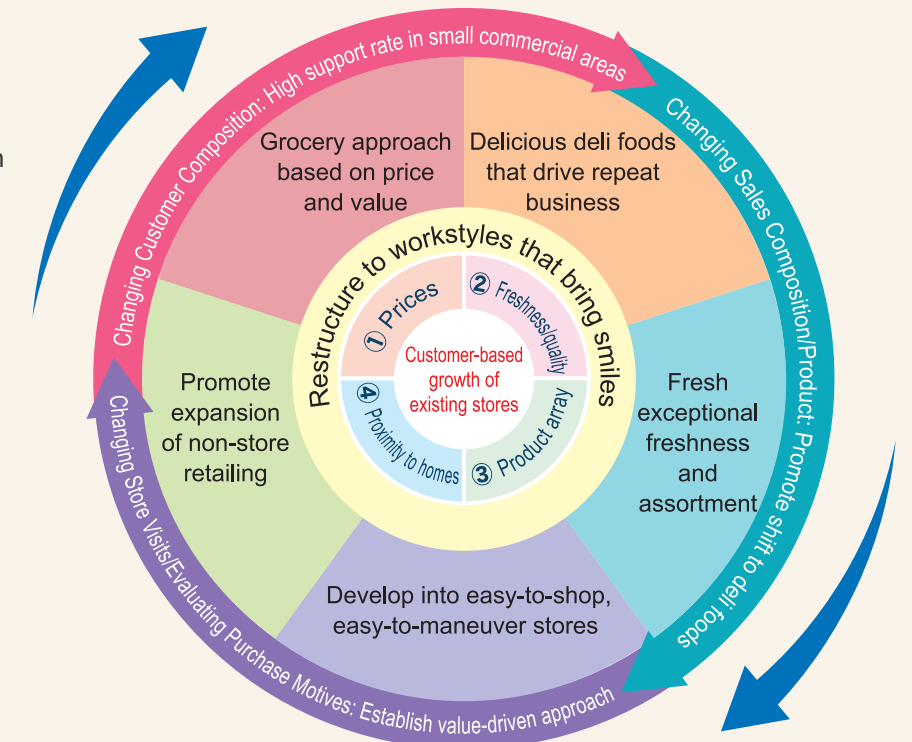
Shiawaseikatsu

brings a little happiness to everyday life.

The language of the begonia flower: Kindness and happy days

Summary of the 2025–2027 Mid-Term Management Plan

To realize the ideal that we envision, Maruetsu created a mid-term management plan that started in FY2025 to respond to changes in the environment, such as rising costs and intensifying competition in the Greater Tokyo area. Based on this, we are promoting measures aiming for further growth and development.



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".



さあ、ワクワク
すまようへ!

Now, on to the
exciting future!



もっと安心、
もっとやさしく

More peace of mind,
more ease



今日も明日も、
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 to develop and supply delicious products prepared with special cooking methods and products that meet customer needs. In addition to all Maruetsu stores, the products are supplied to more than 500 stores in the U.S.M.H Group, strengthening the product appeal of the entire Group.

Original brand with specialties "Maigokoro" and "Umagokoro"

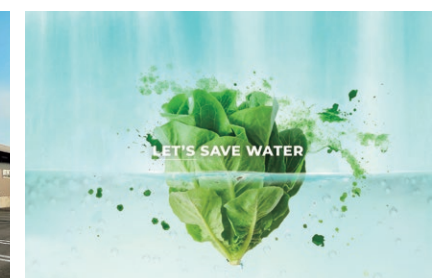


We have original brands developed and manufactured with special attention to ingredients and cooking methods, naming them "Maigokoro" (rice products such as rice balls and rolled sushi) and "Umagokoro" (prepared dish products such as side dishes). We aim to create a delicatessen where customers can enjoy 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 lettuce, a sustainability conscious brand



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.



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.

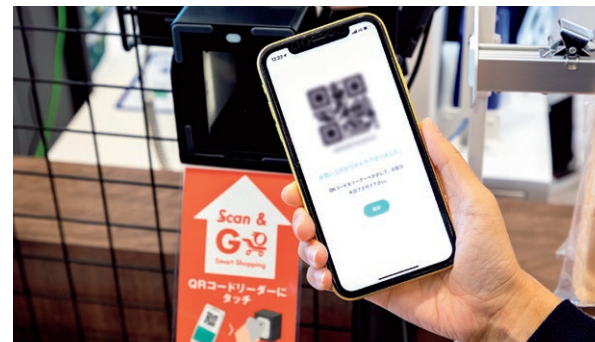


Scan & Go

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.



Scan here
to download
the app



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.



Scan here for
more information



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



Scan here for
more information



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

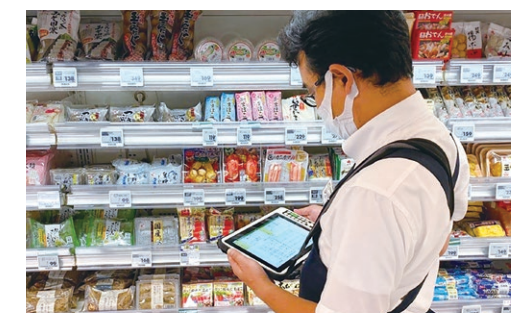
Electronic shelf tags

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 Takuhaibin)

We offer "Home Delivery Service (Rakuraku Kuma-san Takuhaibin)" (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.



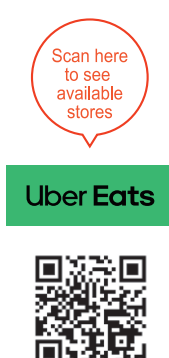
Mobile supermarket

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 1,100 (As of the end of May 2025)



*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.



Lifesaving skill certifications

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. 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 2025)



Creating connections with customers



Sales floors

Offering a healthy and enriched lifestyle

Providing health-related information

The original character, Dr. Genki provides information in sales areas by giving healthy eating suggestions. To help everyone live healthy lives, he communicates information on health in various ways, including through POP ads, fliers, and in-store announcements.



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.



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 endeavor to create an education system according to experience and employment status, and a workplace where each individual can demonstrate his or her individuality and be motivated to work.

A comprehensive education system

Technical education

The Education Center conducts training to cultivate professional salespersons. Using the same environment and facilities as actual stores, a wide range of employees from new company employees to part-time workers (also referred to as partners) and regular employees learn knowledge related to store management, including product processing technologies, information, and data management.



Observation tours

Observation tours are regularly held so that the ambitions of the producers reach customers. Employees actually visit production sites and markets to learn about product backstories before they are stacked on shelves and hear from the producers. This is utilized for in-store sales and conversations with customers.



Store manager training

Training is conducted to provide store managers with necessary skills and support. In addition to a wide range of knowledge involving store management, such as analyzing commercial spheres and marketing, they learn about the roles and responsibilities they should have as store leaders.



A workplace where each and every employee can work comfortably

A place for diverse human resources to work

Promoting diversity

We are striving to improve the workplace environment so that all employees can continue to work in a way that is true to themselves. We also actively hold training and seminars to establish a support system to help each and every 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: **430** (As of the end of May 2025)

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 a point system 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

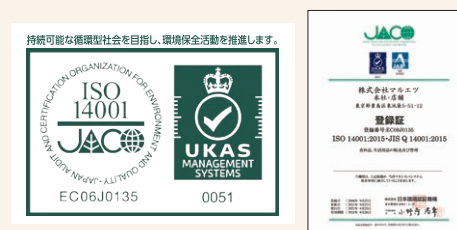
The Maruetsu, Inc. (“the Company”) operates supermarkets that are locally-based and dedicated to serving local communities. The Company not only offers safe and reassuring goods and services, but also provides support for environmental conservation activities and local environmental activities, together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

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

We obtained “ISO14001” certifications in September 2006. ISO14001 is the international standard for Environmental Management Systems. At present, 304 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.



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)



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.





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.



SUSTAINABLE
DEVELOPMENT

GOALS

1 貧困をなくそう

2 真の豊かさ

3 持続可能な開発目標

4 質の高い教育をみんなに

8 働きがい、経済成長

10 人や国の不平等をなくそう

11 住み続けられるまちづくりを

17 パートnership for the Goals



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."

Total donations: 119.51 million yen
(As of the end of May 2025)



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

Promote “food drive” activities

With the cooperation of our customers, we are currently conducting “food drive” activities at 124 stores (as of the end of May 2025), 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.

Total donations: 380.33 million yen
(As of the end of May 2025)



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

Total donations: 52.37 million yen
(As of the end of May 2025)



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 are able to aid vaccine assistance activities for children in developing countries, such as Myanmar and Laos. 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 2024 through 2025)

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	Mar. 2024 to May 2025	17,973,837 yen	Japan Guide Dog Association
Donation of funds raised to support “Children's Cafeterias”	Store donations and contributions from Maruetsu from Mar. 2024 to May 2025	26,500,000 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. 2024 to Feb. 2025	2,700,000 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. 2024 to Feb. 2025	1,313,130 yen	Japan Committee, Vaccines for the World's Children
Ofunato Wildfire emergency support donation	Mar. 8, 2025 to Mar. 31, 2025	1,150,080 yen	Local governments in the affected area
Myanmar Earthquake emergency support donation	Apr. 2, 2025 to Apr. 30, 2025	1,086,024 yen	Currently being adjusted (as of the end of May 2025)
Donations to support environmental conservation activities	Donation date: Mar. 31, 2025	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. Mergers with Sundaymart Co., Ltd. and with Pororoca Corporation take place.
- 2009

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. Assistance efforts are made for reconstruction of the region devastated by the Great East Japan Earthquake.

CSR
- 2011

The Misato Complex Center is inaugurated.
- 2012

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.
- 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

 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

 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

 Achieves 300 Maruetsu stores.
- 2020

Launches “Smart Petit” chain of unattended stores for companies.
- 2021

Obtained "DX Certified Business Operator" certification from the Ministry of Economy, Trade and Industry.
- 2022

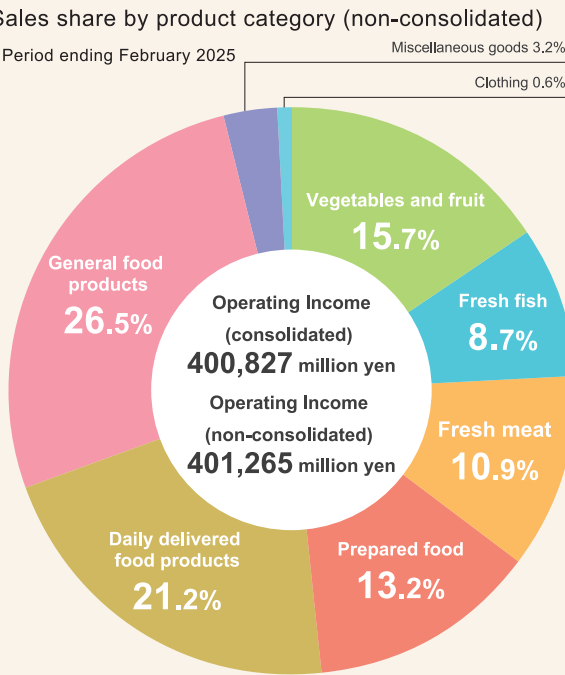
Transfer of ownership interest for a subsidiary in China.
- 2023

Soka Delicatessen Center opened.
- 2024

United Super Markets Holdings, Inc. integrates business with Inageya Co., Ltd.

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	President and Representative Director Masaharu Homma
Date of Foundation	October 1945
Date of Incorporation	June 16, 1952
Capital	100 million yen
Number of Stores	308 (as of the end of May 2025)
Number of Employees (consolidated)	15,926 (incl. 12,024 part-time employees) * Average number of employees during the period converted to eight hours a day * As of the end of February 2025



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: Shinobu Hosokawa, President and Representative Director

[Scan here to view our company profile](#)

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

[Scan here to visit our website](#)

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

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

[Scan here to visit our website](#)

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

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: Masao Mizuno, 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) is a joint holding company composed of 4 supermarkets, The Maruetsu, Inc., Kasumi Co., Ltd., MaxValu Kanto Co., Ltd., and Inageya 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 many 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. ▶



● Corporate Profile

Company Name: United Super Markets Holdings Inc.
Representatives: Takemi Ide, President and Representative Director
Head Office: 2-9-17 Kanda-Surugadai, Chiyoda-ku, Tokyo, Japan

● Number of Stores in the Group

A total of
665 stores
in the Group

*as of the end of May 2025

