

# Nihon Ryutsu Sangyo Co., Ltd.

## Company Profile

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# Greeting

In 1974, under the philosophy of “小異を存して大同につく (achieving unity for the common good while preserving individual differences),” Nihon Ryutsu Sangyo Co., Ltd. (commonly known as NICHIRYU) was established by 7 leading chain store companies.

It was the birth of a pioneering joint procurement organization that aimed at keeping independence and self-reliance in the face of the rise of large scale mass merchandisers and the distribution industry restructuring.

Nearly half a century after its establishment, the NICHIRYU Group has grown dramatically. From Hokkaido to Okinawa, 18 retail chains and 3 consumer cooperatives, total more than 3,000 stores, and group sales worth 4 trillion yen, making it one of Japanese leading retail groups. The 21 member companies contribute to the development of their respective regions as regional chains, earn the trust of their customers, and fulfill their social responsibility in terms of the local economy, the environment, and employment.

Under the “strong and flexible partnership,” we have been working diligently to develop original products, mainly “KURASHI-MORE” brand products, and to pursue economies of scale in joint procurement. We develop and procure products in all areas of Clothing, Food, and Housing to supply valuable products that suit our customers' lifestyles, always with the customer's point of view and in a timely manner.

The environment surrounding the distribution industry in Japan has changed dramatically. Today, NICHIRYU Group and NICHIRYU will strive to continue our business with unwavering belief in the face of the great wave of change on a scale unparalleled since our founding, not only within the industry but also from other industries.

While respecting the independence of each member company, through our products, the exchange of information within the group, and tangible and intangible exchanges. We believe that our mission is to earn the trust of our customers and business partners and to meet their expectations.

We sincerely hope that you will continue to support us in our efforts to create a better society.

Nihon Ryutsu Sangyo Co., Ltd.  
President  
Hirotsugu Okuwa



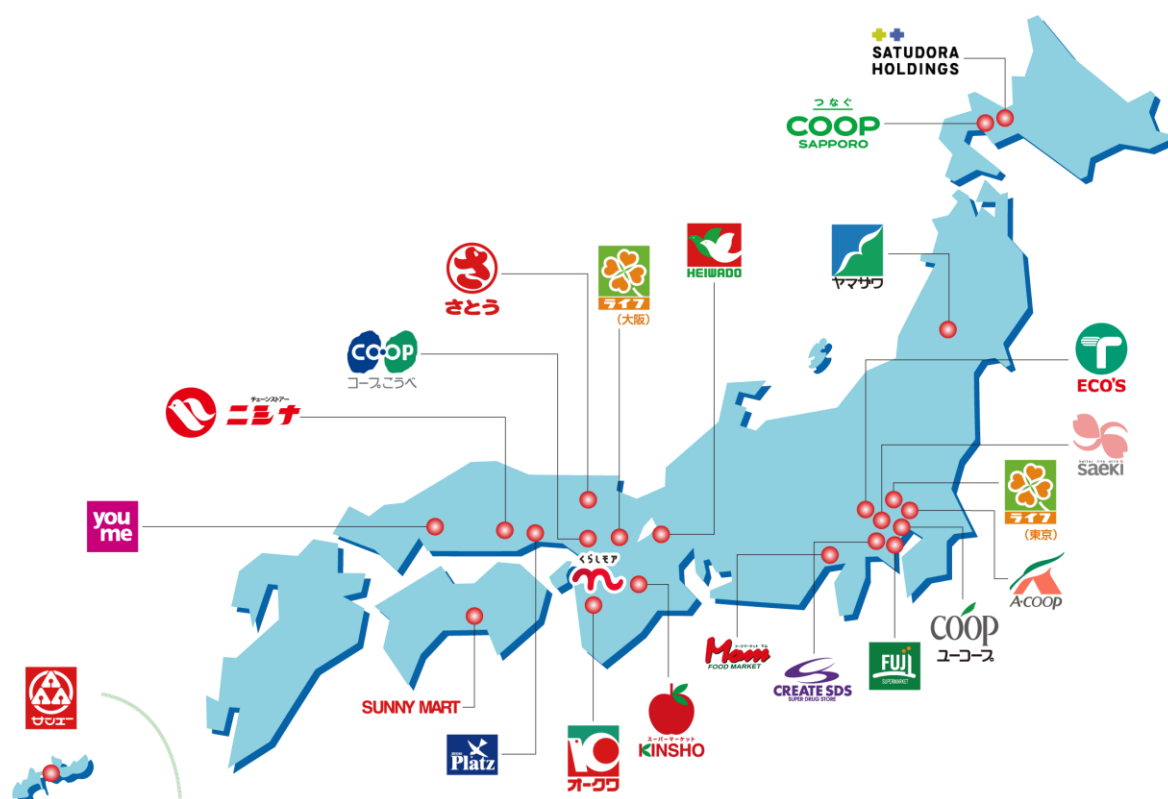
# Corporate Outline



|                          |                                                                                                                                                                                                                                                                                    |                                                                                                           |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| Company Name             | Nihon Ryutsu Sangyo Co., Ltd.                                                                                                                                                                                                                                                      |                                                                                                           |
| Head Office              | 20-1,Fukushima 7-chome,Fukushima-ku,Osaka 553-0003                                                                                                                                                                                                                                 |                                                                                                           |
| Main Business Operations | Joint purchasing and wholesaling to member companies of food products, such as processed foods, fresh foods; household goods, apparel, such as women's clothing, men's clothing, children's clothing; and joint development of products and joint purchasing of indirect materials |                                                                                                           |
| Date Established         | June 1st 1974                                                                                                                                                                                                                                                                      |                                                                                                           |
| Capital                  | ¥213 million                                                                                                                                                                                                                                                                       |                                                                                                           |
| Bangkok Office           | ROMPO BUSINESS CENTER<br>115Rimthangrotfaisaipaknam Rd, Khlongtoei Bangkok 10110<br>TEL (+ 66) 2-671-2133<br>FAX (+ 66) 2-671-3060                                                                                                                                                 |                                                                                                           |
| Names of Senior Officers | President                                                                                                                                                                                                                                                                          | Hirotsugu Okuwa<br>Representative Director and Executive Chairperson of Okuwa Co., Ltd.                   |
|                          | Vice President                                                                                                                                                                                                                                                                     | Masashi Hiramatsu<br>Representative Director, President and CEO of HEIWADO CO.,LTD.                       |
|                          | Director                                                                                                                                                                                                                                                                           | Toshihisa Iwayama<br>Chief Director of CONSUMERS CO-OPERATIVE KOBE                                        |
|                          | Director                                                                                                                                                                                                                                                                           | Hideaki Omi<br>Senior Director of Consumers Co-Operative Sapporo                                          |
|                          | Director                                                                                                                                                                                                                                                                           | Shoichi Sato<br>President of SATO,Inc.                                                                    |
|                          | Director                                                                                                                                                                                                                                                                           | Akihiro Nakamura<br>President of SUNNYMART Co.,Ltd.                                                       |
|                          | Director                                                                                                                                                                                                                                                                           | Taku Toyoda<br>President of San-A Co.,Ltd.                                                                |
|                          | Director                                                                                                                                                                                                                                                                           | Toshiaki Furuyama<br>President of YAMAZAWA CO.,LTD.                                                       |
|                          | Director                                                                                                                                                                                                                                                                           | Takaharu Iwasaki<br>Representative Director,President and Executive Officer of LIFE CORPORATION Co., Ltd. |
|                          | Auditor                                                                                                                                                                                                                                                                            | Yoshihiko Ikezaki                                                                                         |
| Number of Employees      | 96 employees                                                                                                                                                                                                                                                                       |                                                                                                           |
| Bankers                  | MUFG Bank<br>Mizuho Bank<br>Sumitomo Mitsui Banking Corporation<br>Shiga Bank<br>Osaka Shinkin Bank                                                                                                                                                                                |                                                                                                           |

# Member companies

NICHIRYU Group gathers together 18 leading chain stores and 3 consumer cooperatives all over Japan. Each member company has its own philosophy, and while keeping the spirit of independence, they are maximizing their strengths by taking advantage of the benefits of being the cooperative and exchanging know-how with each other. This solid partnership has led to the growth of each company. As member companies grow, NICHIRYU also continues to make a big leap.



Izumi Co., Ltd.  
Hiroshima



Saeki Selva Holdings  
Co., Ltd.  
Tokyo



NISHINA Co.,LTD  
Okayama



Eco's Co., Ltd.  
Tokyo



SATUDORA HOLDINGS  
CO.,LTD.  
Hokkaido



FUJI CITIO  
CORPORATION  
Kanagawa



Okuwa Co., Ltd.  
Wakayama



SATO,Inc.  
Kyoto



HEIWADO CO.,LTD.  
Shiga



Kinsho Store Co., Ltd.  
Osaka



SUNNYMART Co., Ltd.  
Kochi



YAMAZAWA CO.,LTD.  
Yamagata



Create SD Co., Ltd.  
Kanagawa



San-A Co., Ltd.  
Okinawa



U CO-OP Consumer  
Co-operative Society  
Kanagawa



CONSUMERS CO-OPERATIVE  
KOBAYASHI  
Hyogo



National Federation of  
Agricultural Cooperative  
Associations  
Tokyo



LIFE CORPORATION  
Co., Ltd.  
Osaka , Tokyo



Consumers Co-Operative  
Sapporo  
Hokkaido



TAKARA MC Co.,Ltd  
Shizuoka



RYOBI HOLDINGS Co.,Ltd.  
Okayama

# Business

## ■ Original product development “KURASHI-MORE” Brand

“KURASHI-MORE” is the name that expresses our commitment to support our customers’ daily lives with the feeling of MORE. “KURASHI” means LIFE. “M” in the initial letter of MORE is used as motif to express the life that is full and growing. NICHIRYU develops products from the consumer's point of view by carrying out the monitoring, in addition to discussions at subcommittees where specialists in each area of clothing, food, and housing gather. In addition, as part of our SDGs efforts, we are actively developing products that use environmentally friendly raw materials.

Logo “KURASHI-MORE”



いつも、そばに。 Always by your side

We provide more comfortable, kinder, and more pleasing to our customers. This is "KURASHI-MORE". Whether it is a busy day or a relaxing day. We are always there for you, supporting your life with a smile.

### 「くらしモア」宣言

Declaration “KURASHI-MORE”

- Price " deliver satisfaction with great value
- Trust " deliver safe and easy for everyone to use
- Progress " meet the changing times and needs of our customers



Official Character  
“Kurashi no more-chan”

くらしの  
モアちゃん

Project for a sustainable future

COOLLY  
SEASON



未来へつなぐ  
プロジェクト  
KEEP EARTH GREEN THROUGH CLOTHING

HEAT  
WILL

## Original Brand Apparel

My Home Cafe



AIRconscious

## Original Sweets Brand

# Business

## ■ Overseas Development, Import

★ NICHIRYU    ◆ NICHIRYU Overseas Office (Bangkok)    ● Development/import from 22 countries



## Products jointly developed worldwide

We procure a wide variety of products from worldwide.

These include agricultural products such as vegetables and fruits, processed foods such as canned foods and frozen foods, housing-related products, clothing goods such as underwear, socks, men's and women's clothing made from carefully selected materials and so on.

In addition to procure products and raw materials, we work together with local partners to develop new products. Stringent quality control and safety standards allow us to supply consumers with superior products.



In joint development projects around the world, our development staff visit local production sites and factories to inspect and commercialize products. In addition to food products, we are also expanding our development channels not only in China but also in ASEAN countries in order to provide our customers with functional and comfortable clothing according to the season.

# Our Products

## Our Brand about 2,200 items

safety, security, deliciousness, and materials  
～delicious and abundant diet～

### ● Processed foods, daily foods, confectionery

Seasonings, Instant foods, Beverages, Dry foods, Canned foods, Rice, Liquor, Daily delivery products, Bread, Sweets, Confectionery

### ● Fresh foods

Processed meat products, Vegetables, Fried foods, Fruits, Fresh fish, Salted and dried fish, Sushi, Rice

ECO, functionality, and useful  
～convenient, enjoyable, and fulfilling everyday life～

### ● Housing related products

Household goods, Pet products, Stationery, Toys, Kitchenware, Household goods, Towels, Cosmetics

comfort, washability, durability and design  
～achieve comfortable, beautiful, and rich clothing～

### ● Clothing goods

Men's tops and bottoms, Women's tops and bottoms, Children's clothing, Underwear, Nighties, Socks, Accessories

# NICHIRYU SDGs Declaration



～Toward realization of sustainable society～

In promoting SDGs (Sustainable Development Goals) activities, we regard “environment and society,” “quality,” “human resources,” and “information” as the most important issues. In tackling these 4 most important issues, we will achieve the following 4 goals as "NICHIRYU SDGs Declaration".

**We, NICHIRYU, aim to be a company where all employees take pleasure in enriching the daily lives of our customers through products for clothing, food, and housing.**

**We will sincerely respond to the needs of the times to come,  
We promise to contribute to a sustainable society in which all people can feel happiness.**

- 1 .Our mission is to provide safe and secure products, and to develop products that take into consideration the global environment and the health of our customers.
- 2 . We will strive to develop professionals and improve employee engagement to become a company that earns the gratitude and trust of society.
- 3 . We will build strong partnerships with our customers and business partners and disseminate our SDGs activities widely.

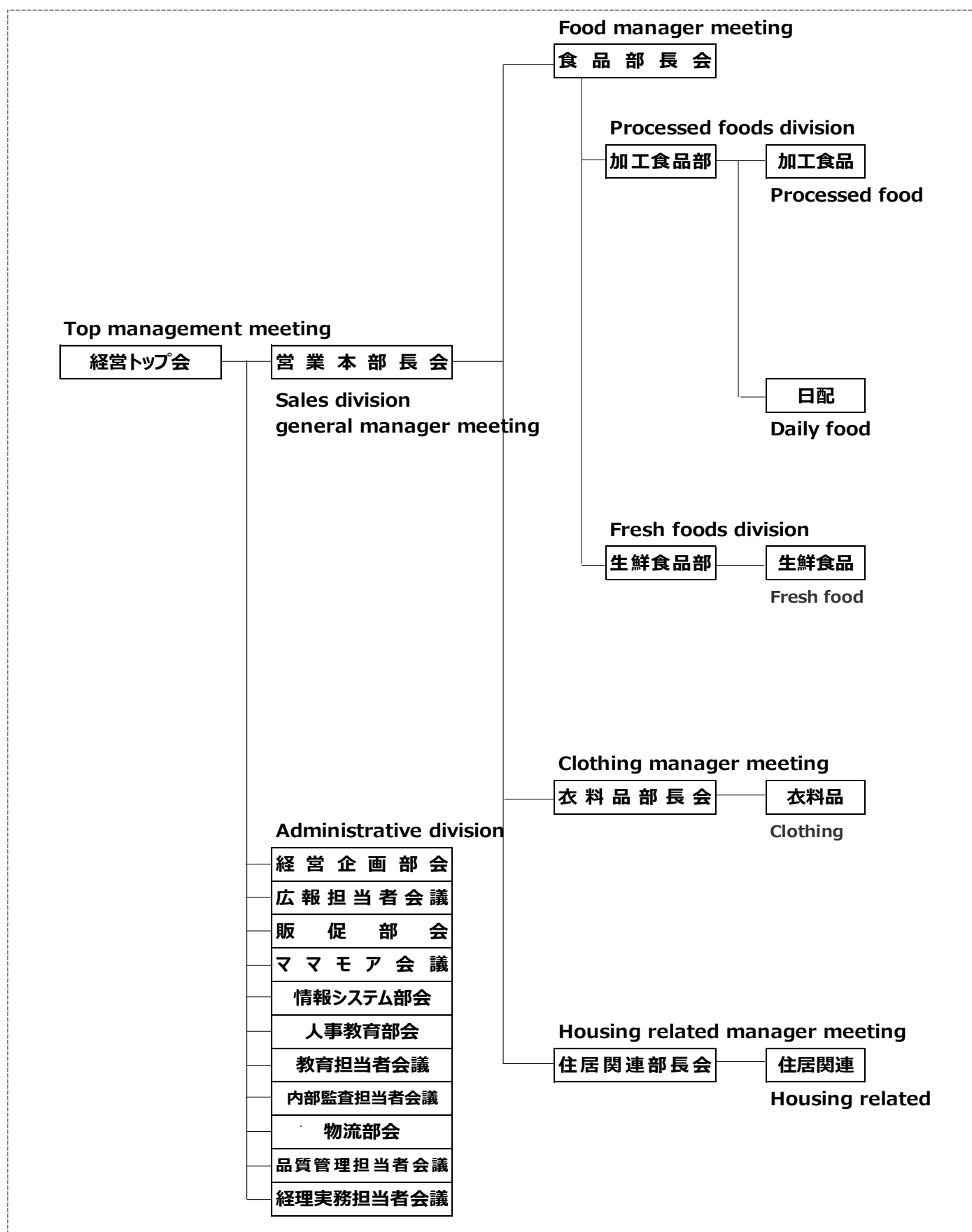
**SUSTAINABLE  
DEVELOPMENT  
GOALS**



# History

|      |      |                                                                                                                                                                                                                                                                                                                                                                                                                     |
|------|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1974 | Jun. | Established by 7 companies including HEIWADO CO.,LTD., Okuwa Co.,Ltd., LIFE CORPORATION Co., Ltd., Izumi Co., Ltd. and SATO,Inc. with capital of 100 million yen. Heijiro Natsuhara is appointed as President, Isamu Okuwa and the presidents of the other member companies are appointed as Vice President. Company begins operations at 4-8 Honmachi, Chuo-ku, Osaka (in the Maruju Building) as its head office. |
| 1976 | Apr. | Head office moved to 3-1-15 Honmachi, Chuo-ku, Osaka (Osaka Shiga Building)                                                                                                                                                                                                                                                                                                                                         |
| 1980 | Nov. | CONSUMERS CO-OPERATIVE KOBE join                                                                                                                                                                                                                                                                                                                                                                                    |
| 1981 | Apr. | Consumers Co-Operative Sapporo join                                                                                                                                                                                                                                                                                                                                                                                 |
| 1984 | Jun. | NICHIRYU 10th anniversary celebration                                                                                                                                                                                                                                                                                                                                                                               |
|      | Jul. | SUNNYMART Co., Ltd. join                                                                                                                                                                                                                                                                                                                                                                                            |
| 1986 | Mar. | NISHINA Co., LTD. join                                                                                                                                                                                                                                                                                                                                                                                              |
| 1989 | Jun. | 15th anniversary celebration                                                                                                                                                                                                                                                                                                                                                                                        |
|      | Sep. | San-A Co., Ltd. join                                                                                                                                                                                                                                                                                                                                                                                                |
| 1992 | Aug. | RYOBI HOLDINGS Co., Ltd. join                                                                                                                                                                                                                                                                                                                                                                                       |
|      | Nov. | YAMAZAWA CO.,LTD. join                                                                                                                                                                                                                                                                                                                                                                                              |
| 1994 | Jun. | 20th anniversary celebration                                                                                                                                                                                                                                                                                                                                                                                        |
| 1995 | Nov. | Corporate brand "KURASHI-MORE" products debut                                                                                                                                                                                                                                                                                                                                                                       |
| 1999 | May  | Heijiro Natsuhara is appointed as Chairman, and Ikuji Okuwa is appointed as President                                                                                                                                                                                                                                                                                                                               |
|      | Jul. | 25th anniversary celebration, Ceremony to commemorate the inauguration of Chairperson and President                                                                                                                                                                                                                                                                                                                 |
| 2003 | Oct. | 30th anniversary celebration                                                                                                                                                                                                                                                                                                                                                                                        |
| 2005 | Nov. | U CO-OP Consumer Co-operative Society join                                                                                                                                                                                                                                                                                                                                                                          |
| 2006 | May  | Create SD Co., Ltd. join                                                                                                                                                                                                                                                                                                                                                                                            |
| 2007 | Mar. | Eco's Co., Ltd. and Saeki Selva Holdings Co., Ltd. join                                                                                                                                                                                                                                                                                                                                                             |
|      | Jul. | Bangkok Office open                                                                                                                                                                                                                                                                                                                                                                                                 |
| 2008 | Apr. | 35th anniversary celebration                                                                                                                                                                                                                                                                                                                                                                                        |
|      | Nov. | FUJI CITIO CORPORATION join                                                                                                                                                                                                                                                                                                                                                                                         |
| 2009 | Feb. | Heijiro Natsuhara is appointed as Honorary Chairman, Shinji Shimizu is appointed as Chairman                                                                                                                                                                                                                                                                                                                        |
| 2010 | Jun. | SATUDORA HOLDINGS CO.,LTD. Join                                                                                                                                                                                                                                                                                                                                                                                     |
| 2013 | May  | 40th anniversary celebration. Ikuji Okuwa is appointed as Vice president, Hirakazu Natsuhara is appointed as President                                                                                                                                                                                                                                                                                              |
| 2018 | Nov. | Kinsho Store Co., Ltd. Join                                                                                                                                                                                                                                                                                                                                                                                         |
| 2019 | Nov. | Head office moved to 7-20-1 Fukushima, Fukushima-ku, Osaka (KM Nishi-Umeda Building)                                                                                                                                                                                                                                                                                                                                |
| 2021 | May  | Rebranding of "KURASHI-MORE"                                                                                                                                                                                                                                                                                                                                                                                        |
| 2022 | Jan. | Hirotsugu Okuwa is appointed as President                                                                                                                                                                                                                                                                                                                                                                           |
| 2023 | Jun. | 50th anniversary celebration. official character "Kurashi no more-chan" debuts                                                                                                                                                                                                                                                                                                                                      |
| 2024 | Feb. | Izumi Co., Ltd. join                                                                                                                                                                                                                                                                                                                                                                                                |
| 2025 | Feb. | Corporate brand "KURASHI-MORE" celebrates 30th anniversary of product debut                                                                                                                                                                                                                                                                                                                                         |
|      | Jun. | National Federation of Agricultural Cooperative Associations join                                                                                                                                                                                                                                                                                                                                                   |
| 2026 | Jan. | Takara MC Co., Ltd. join                                                                                                                                                                                                                                                                                                                                                                                            |

# Organization



くらしモア

