

Corporation Guide



Thanks for
fish and nature

CHALLENGE SPIRIT

Miyazawa Masanobu



Marukyu began in 1910, however it was only from 1968 that Marukyu became a specialized producer of fishing bait. As a fishing bait producer, Marukyu first developed silkworm chrysalis powder and potato mash baits. After this, we have expanded into freshwater baits, saltwater baits, refrigerated baits and soft lures. We have prospered because we have always tried new products and worked hard to keep up with market trends.

This has brought us to where we are now, however Marukyu is now facing a period of change. In this new age, previous accomplishment will not make a company stand out. Companies must now work with their employees. They must develop a will to work within their employees, and strive together to bring about a company that can survive in this new age. I believe that this is most important. Marukyu strives to bring out the best in each individual employee.

Open and Truthful. Impartiality. Lawfulness. These are words that I live by, and I offer them not as the president of Marukyu but as an employee, standing in line and on the same level, working together with all other employees to make an ideal company.

The basic way a company moves forward is through simple participation. Compared to before, companies must be aggressive in taking on new products and new methods. It is better to try and fail, then to never try and never succeed. Preserving status quo is the same as retreating from the market. The best move is of course to try and succeed. Next would be to try but fail. Last would be to do nothing and simply maintain the current situation. That is to say, you cannot value someone that doesn't change and gains nothing.

If we begin to believe that we are the best, and become satisfied with our current situation, then Marukyu will stop moving forward. It is important not to become too proud and stop thinking that we have to learn from other companies. A company is made by people. Often we hear people talking about how great "one person" is, but a company should aim for people to talk about how great the "company" is.

Our society is becoming more stressful and complicated. One this reaches a certain point, it will lead to an increase in the amount of people who will seek to find a way back to nature to relax. A great way to forget about the daily grind and get rid of all your stress is to spend a day relaxing, looking out over the water fishing. At Marukyu, the fishers delight becomes our pleasure, their vitality becomes our energy, to grow and bring about a balance with nature is our goal. We aim to develop fishing that matches the new age we live in, and look forward to the promotion of fishing culture. We will use all our strength to that end.



Facilities to Stretch the Imagination

R&D

In 1994 Marukyu moved to its new location in Okegawa. The Okegawa factory has been fitted out with the latest equipment to bring Marukyu into the future. It has all the equipment that is essential for developing new products. It also has equipment used to experiment on and break down the main ingredients for baits, and equipment for developing prototypes and new materials. Baits and such can be tested on live fish. The equipment enables us to produce the highest levels of precision in any field, which in turn allows us to take on new challenges, so we can afford to bring the future of fishing equipment to all fishermen.

Interacting with Nature

Rivers, ponds, marshlands, lakes, oceans....

Marukyu aims to provide a suitable bait for anywhere, where there is water and fish, so that anyone can have fun fishing. Furthermore all bait must be made from 100% environmentally friendly natural materials.

We offer bait that is not only good for fishing, but also good for the environment.



Clean Heart & Nature

The Leader in Fishing Baits

Sales

Marukyu has 70% share of the domestic market in Japan. This figure speaks volumes for the fact that our bait is loved and used by all people who enjoy fishing in Japan. However for our Sales people, it is not only enough that our products are loved by fishermen, they also recognize the importance that Marukyu should be admired by all our customers. At Marukyu, the customers voice is our guide to the future. All the valuable information that the sales people receive in the field is passed on to our researchers and production specialists. From our customers, to the researchers, to the production floor... Our sales representatives bind all these people together.

Delivering
environmentally
friendly high
quality products.
It's all about
superior service
to our customers...



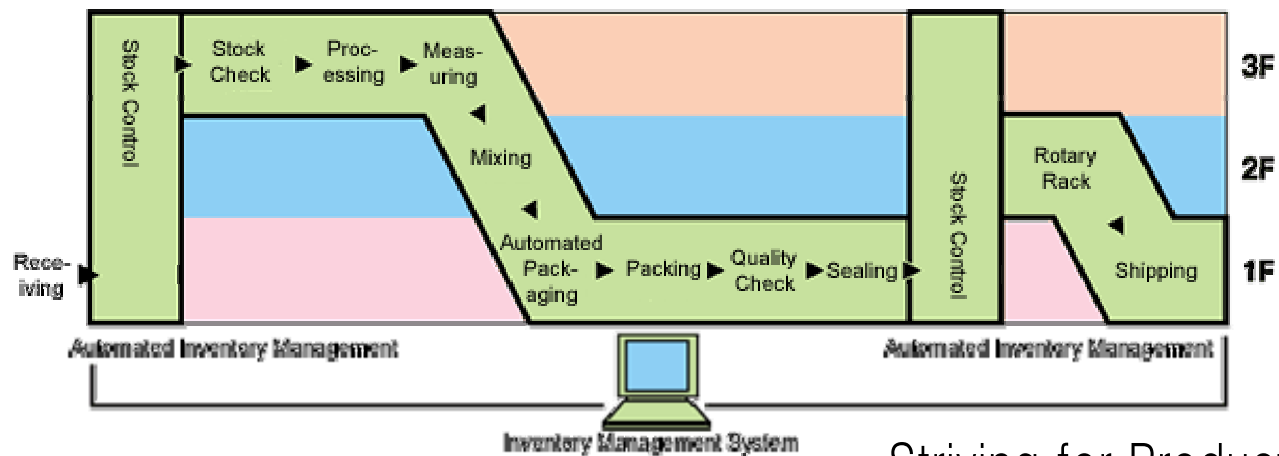
We make products that we can proudly recommend to our customers. On top of this we recognize the importance of a production line, administration and delivery service made to produce environmentally friendly, high quality products that allow fish to develop naturally.

For this purpose we have incorporated a cutting edge delivery and production/storage system into our facilities in Okegawa.

Integrated production and sales computer systems work in conjunction with each other. Sales Information is analysed and trends identified which are then translated into production schedules. The system can flexibly handle all 300 product lines. Also the recently equipped dispatch system, has completely automated stock management, from receiving the orders all the way to shipping them out. This has enabled us to have a highly efficient, high quality, problem free dispatch system.

The Production Line

There is no alternative for the creative human nature. However, we are one step behind machines when it comes to accuracy. The automation of the production line at Marukyu has led to an increase in quality consistency. On top of this, not only in Japan but on the world scene, Marukyu aims to be a leader in the expansion of production capabilities. Capitalizing on the machine's advantages, has led to a decrease in production costs. The future promises that Marukyu will find a perfect balance with people and machines.



Striving for Production Efficiency

In 1997 a new rotary rack was incorporated in to the Okegawa plant that can store products away at the same time as picking out units for dispatch.

Facilities at Okegawa can handle everything from the warehousing of raw materials, processing, mixing, automatic stock replenishment, product quality inspection, and dispatch, all in a compact efficient function filled factory. In the future we will continue to meet customers needs as swiftly as before.

MARUKYU® Bait

Carp and Crucian Carp in freshwater, black bream and black fish in freshwater. There are lots of different fish that are targeted by fishermen. We spend night and day studying these fishes' feeding behaviours. We narrow down on what type of food the fish like, and use this information in making our baits. There are many different types of baits, mixed baits, natural fresh baits, etc. However the common thread running through all of Marukyu's baits is that they are all made with 100% natural additives and foodstuffs. In some of our products, there are also bacteria that speed up the natural breakdown of the bait. Of course we aim to make products that attract fish, but we also strive to produce environmentally friendly products. ECOGEAR's products are met with great praise in Japan, and they have been growing in popularity overseas, in many Asian countries.

 **MARUKYU**



ECOGEAR®- The Best Choice For All Gamefish

Worms, soft lures, were first designed with bass fishing solely in mind. It was ECOGEAR's products that changed this old image of soft lures. ECOGEAR's soft lures are designed by pro-fisherman, Norio Tanabe, to entice game fish that dwell in places like oceans, lakes and rivers. Of course Ecogear's lures enjoy a great reputation in the home of game fishing, USA, but they also have a top reputation in many other places such as Australia. Not only do they attract fish, but they are also environmentally friendly. In 2001 we launched the futuristic Biodegradable plastic worm at the Tokyo and Osaka fishing shows, a first in Japan. The worm is broken down into carbon dioxide and water by microbes in the environment. In 2005 there were 5 different types of ECOGEAR biodegradable worms available on the market. We are also currently researching many other new products, and always striving to make more ecological fishing products.

 **ECOGEAR**



PRIME AREA®

PRIME AREA

A cap to block the sun. A vest. A fishing pack to carry all your small gear. Rainwear to keep the rain off... Besides a rod and reel, there are many other items that are essential to fishing. These small tools are often thought of as having just a supporting role, however their function often has a large influence over a day's fishing. "PRIME AREA" focuses on delivering high quality functional fishing items such as bags and wear. We research in to what comforts fishermen demand, utilize this information in designing our products. For example, fishermen want a vest that doesn't restrict their movement, has lots of pockets, without a bulky look and a light feel when being worn. We make a wide range of products that answer the needs of fishermen.



NORIES®



The "NORIES" brand covers everything from rods, soft lures, hard lures etc. It focuses on the simple ability to catch fish without dressing up for fashion's sake. It is a high-end top quality brand for game fishing such as bass and salt-water fishing, supported by many fishermen. NORIES' slogan is "Taking the angler beyond fishing, into the depths..." which means we aim to create a product that will allow any fisherman who takes up a "NORIES" product to be more than satisfied with their tactics against the target fish. Pro-fisherman, Norio Tanabe, makes this a reality. His know-how and knowledge drawn from personal experience, is used as a base for our design process.



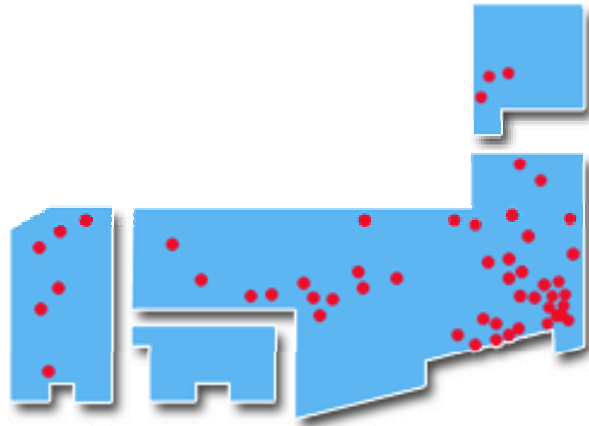
FISH LEAGUE®



Fishing has a long history, and over this time many different tools, fishing styles and unique rigs have been developed. Original ideas seem to always go along with fishing. FISHLEAGUE has been following fishing styles and mechanisms, revising and making them more efficient, and creating more interesting methods. Our inventions and research has lead to new items from new ideas. A prime example of such a process is the "Egiri" lure, derived from the traditional wooden EGI lure it has now taken on a elaborate form like a hard lure. Also now we have the specialized EGI-ing feeding inducer sprays such as "EGI Max" and "Glow Max" that add taste, smell and luminosity to the "Egiri" lure. There is also the highly portable soft lure soak oil, "Power Scent Capsule" that comes in a capsule form similar to capsule medicines.

Our products all have an original design that draw a line into the future.





Sales Network

Sales Agencies: Total of 45 distributors throughout the main centres of Japan.

International Network

Taiwan, Korea, China, Hong Kong, Australia, Singapore, Netherlands, Belgium, Luxembourg, Greece, Italy, Portugal, Germany, Denmark, USA, Spain, UK, France, Brazil, Indonesia, Malaysia, Sweden, Russia, etc.



Company Information

Company Name: Marukyu Ltd.

President : Masanobu Miyazawa

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Okegawa-shi,
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JAPAN

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FAX : +81 (0)48 728-3909

Established : Oct. 1910

Capital : ¥96,000,000

Employees : 129

Role : Fishing Bait, Gear & Tackle
Producer



Company History

1910 Oct. Maruni-Oguchi Fertilizers Limited Partnership opens Marukyu Omiya Branch.

1938 Nov. Reorganized as Marukyu-Oguchi Oil & Fertilizers Ltd with a capital value of ¥3,000,000. Manufactures fish/poultry feed and cooking oil.

1967 May Total capital increased to ¥6,000,000. Marukyu expands into the fishing bait market.

1973 May Marukyu moves into the international market, and begins exporting to south east Asian countries.

1975 Jun. Total capital increased to ¥12,000,000. Construction of a 5 story reinforced concrete production plant and warehouse is finished. Plans are made to modernize production lines and total yearly sales clear ¥1,000,000,000.

1978 Jan. Annual turnover exceeds ¥1,200,000,000, establishing itself as the top fishing bait producer in Japan.

1979 Nov. Construction on 5 story (basement as well) office headquarters in Omiya is completed.

1980 Jun. Total Capital increased to ¥2,400,000,000.

1981 Jul. Osaka Sales Office opened and begins operations.

1981 Dec. Construction on a 5 story reinforced concrete plant and warehouse in Omiya is completed.

1982 Apr. Osaka Sales office moves to new offices in Neyagawa.

1984 Dec. Change company name from Oguchi Oil & Fertilizers Ltd to Marukyu Ltd.

1988 Jul. Total Capital increased to ¥4,800,000,000.

1989 May Kyushu Sales Office opened and begins operations in Saga Prefecture, Tosu.

1993 Apr. Total Capital increased to ¥9,600,000,000.

1993 May Shikoku Sales Office opened and begins operations in Kagawa Prefecture, Sakaide.

1994 Jan. Production moves to new plant in Okegawa (3 story plant).

1995 Nov. Annual turnover exceeds ¥6,000,000,000.

1997 Aug. Operations expanded at Okegawa Plant. Additional 5 story section is completed.

2000 Jan. Marukyu Building near Saitama Shintoshin is opened for rent. (10 story building, with a basement and parking for 51 cars)

2003 Sep. Distribution centre for western Japan is set up in Okayama.

2003 Sep. Open production plant in Tianjin, China to produce baits for the domestic Chinese market.

Company Organization

Okegawa Plant Headquarters

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Departments:

Sales Dept.

Overseas Trade Dept.

Special Sales Dept.

Game Fishing Dept.

Marketing Dept.

Administration Dept.

General Affairs Sect.

Accounts Sect.

Order Entry Sect.

Production Dept.

R&D Dept.

Chinese Manufacturing Plant

Name: MARUKYU (TIANJIN) FISHING TACKLE CO.,LTD.

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