

## To bring more satisfaction, smiles and delight to society

Plenus entered the food business in 1980. We have maintained the “customer first” credo since our founding, and have taken it upon ourselves to think from the customer's point of view and respect the customer's feelings in operating our business of offering freshly prepared enjoyable food.

Through our main business brand “Hotto Motto,” a take-away lunch box chain, and “Yayoiken”, a Japanese set-menu restaurant chain, we promise to fulfill our goal of bringing plenty more contentment - values that inspired the company name - to everyday life.

Plenus will keep its eyes on the future of society, and will continue challenging itself to bring satisfaction, smiles and delight to a great many people through its commitment to the local community, the environment, health and good eating.

**Tatsuo Shioi**, President and Representative  
Director, Plenus Company Limited

## Founding Principle

### “Customer First”

“Customer first” is our founding principle. To place priority on the customer, to act from the customer’s point of view and to bring joy and satisfaction to the customer — these are at the basis of all our operations. We will put into practice this basic concept, which stands solid even in these fast-changing times.

## Corporate Philosophy

**We at Plenus will base all our actions on the customer’s perspective, and will challenge ourselves to realize customer satisfaction and wellbeing through our food businesses, in order to continue delivering smiles and delight to society.**

We operate businesses relating to food. Food is one of the basics of human living, and an energy source for human activities.

We recognize that the most important objective of our food businesses is to provide enjoyment, satisfaction and wellbeing to our customers, and we will think and act from the customer’s perspective to realize this goal.

At the core of our work is our aspiration to deliver smiles and delight to a wide range of people engaged in all sorts of business activities, and we will continue challenging ourselves to fulfill this aspiration.

## Happiness is where rice is cooking.



**Hotto Motto**  
ほっともつと

Hotto Motto is a takeaway *bento* chain operated by Plenus under the concept of offering to a wide population freshly made, hot, boxed meals that are delicious, comforting, reassuring and prepared with care.

“Hotto” has the double meaning of “hot” and “*hotto-suru*” (to feel relieved). Our symbol mark features a shiny grain of rice, which embodies Hotto Motto’s commitment, philosophy and pride in the rice it serves.

The brand’s key colors represent healthy and active daily living, the warmth of freshly prepared hot food, and the warmth of human hearts. The operation of our Hotto Motto shops nationwide is driven by a passion for the pursuit of enjoyable food.

We will be working to expand our network of shops so that they are easy and convenient to access.

## Welcoming customers with an extensive menu and a comfortable, relaxed ambience.



The Yayoiken restaurant chain started anew in 2006 after changing its trade name from Meshiyadon.

Yayoiken restaurants serve a wide variety of freshly prepared dishes, with an emphasis on Japanese set-menu meals, in highly comfortable, relaxed settings.

Currently there are over 150 Yayoiken restaurants in and around the Kanto, Kansai and Kyushu regions. There are also more than 35 Yayoiken restaurants in Thailand, and we are actively seeking further overseas expansion. We will continue to think “outside the box” in our quest for innovative dining styles.

## Enjoy our special hot pot “MK-SUKI” with house-made dim sum and Asian foods !

[ PLENUS MK Co., LTD. ]



The original MK restaurant is the top family restaurant chain expanded in Thailand. Inheriting the deliciousness and the originality from Thai MK, PLENUS MK Co., LTD. operates 16 locations of the MK restaurants mainly in Kyusyu island, Japan. By offering “MK-SUKI” with various dim sum and other Asian cuisines at low prices, Japanese MK restaurants also have been supported by the demographics of the family and the young, said to be “Popular price, and of course...delicious !”

## ISO 9001 certified. To the next stage of the hygienic production environment....

[ PLENUS FOODS Co., LTD. ]

Certified according to ISO 9001, Plenus Foods Co., LTD. supplies various food items to PLENUS group companies. In order to achieve the best production environment, the processing plant has been designed to be hygiene district structure with stainless steel walls. In addition, to achieve high productivity and production, it developed Japan’s first continuous defrosting machine, which enables to defrost the frozen raw materials in one hour with low temperature steam. Moreover, siting it attached to the PLENUS central distribution center, PLENUS group successfully minimize the loss of time and possibility of accidents in distribution.



The X-rays investigation



Bacteria inspection



Continuation-style defrosting machine

Here is an overview of Plenus,  
a company set to continue growing into the future.

## Corporate Profile

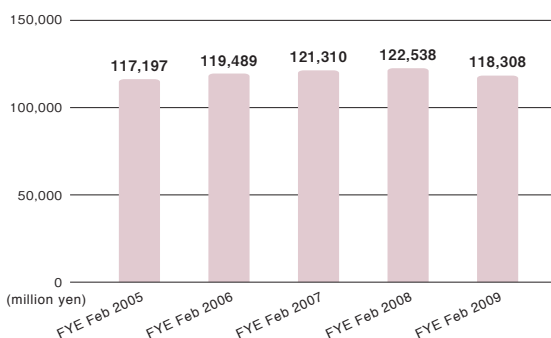
**Company Name:** Plenus Company Limited  
**Representative:** Tatsuo Shioi, President and Representative Director  
**Location of Head Office:** 19-21 Kamimuta 1-chome, Hakata-ku, Fukuoka-shi, Fukuoka 812-8580, Japan. Phone 092-452-3600(switchboard)  
**URL:** <http://www.plenus.co.jp>  
**Number of Shops:** 2,431 (1,434 directly managed, 997 franchises)\*  
**Business Areas:** Hotto Motto franchising business, Yayoiken franchising business, sale of foodstuffs and packaging materials  
**Date of Founding:** March 1960  
**Date of Establishment:** November 1976  
**Capital:** 3,461 million yen  
**Number of Employees:** 1,170. Temporary Employees: 5,411\*  
**Major Customers:** Nichirei Corp., Nippon Meat Packers, Inc., Chuo Kagaku Co., Ltd., Marubeni Corp., Nippon Suisan Kaisha, Ltd.  
**Major Banks:** Fukuoka Bank, Ltd., Nishi-Nippon City Bank, Ltd., The Bank of Tokyo-Mitsubishi UFJ, Ltd.

\*Number of shops and employees are as of February 28, 2009

## Corporate History

**November 1976:** Taiyo Jimuki Co., Ltd. established  
**February 1980:** Head office moved to Oroshihonmachi, Sasebo-shi, Nagasaki  
**April 1980:** Kyushu Regional Headquarters of Hokka Hokka Tei Co., Ltd. established  
**April 1985:** Company name changed to Taiyo Co., Ltd.  
**June 1987:** Kyushu Regional Headquarters of Hokka Hokka Tei Co., Ltd. merged with Taiyo Co., Ltd.  
**January 1989:** Hokka Hokka Tei shops number 500  
**November 1990:** Head office moved to Kamimuta, Hakata-ku, Fukuoka-shi  
**December 1990:** Company name changed to Plenus Co., Ltd.  
**July 1993:** Plenus listed on the over-the-counter market of Japan Securities Dealers Association  
**April 1999:** Hokka Hokka Tei Co., Ltd. (Chiyoda-ku, Tokyo) made into a subsidiary of Plenus Co., Ltd.  
**December 2001:** Rise Co., Ltd. (Nishi-ku, Yokohama) made into a subsidiary of Plenus Co., Ltd. [merged with Hokka Hokka Tei Co., Ltd.]  
**July 2002:** Hokka Hokka Tei shops number 1,000  
**September 2002:** Meshiyadon restaurants number 100  
**December 2002:** Plenus listed on the First Section of the Tokyo Stock Exchange  
**March 2004:** Hokka Hokka Tei Co., Ltd. merged with Plenus Co., Ltd.  
 Hokka Hokka Tei shops number 2,000  
**December 2004:** Nihonbashi Yayoi Building built in Chuo-ku, Tokyo, to where the Tokyo Office is moved  
**July 2006:** "Meshiyadon" trade name changed to "Yayoiken"  
**May 2008:** New takeaway bento brand "Hotto Motto" created

## Changes in Sales



## Changes in Ordinary Profit

