

## 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 *bento* takeout meals 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. We will bring even greater satisfaction to people throughout Japan and the world.

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.

Bringing always freshly-made meals closer to you,  
for a vibrant future.



**Hotto Motto**  
ほっともっと

By packaging delicious and nutritionally balanced food into small containers, we contribute to a healthy lifestyle that heals the soul and energizes the body, providing meals that will lead to a vibrant future for each of our customers.

If great food is available to everyone, whenever they want to eat, they will be better able to enjoy the wonderful taste of freshly-made food anytime, anywhere, regardless of their age or lifestyle.

From selection of ingredients to preparation methods and hand to customers, Hotto Motto spreads this type of consideration and service throughout its carefully developed process, aiming to create new meals that will make each customer feel, "I've got to have this in my life."

Bringing delicious Japanese food into the future.



**YAYOI**   
JAPANESE TEISHOKU RESTAURANT

YAYOI is a JAPANESE TEISHOKU RESTAURANT.

Focusing on the Japanese staple of freshly cooked rice, we prepare finely balanced teishoku that include miso soup, side dishes, vegetables, and other items in a tray. Our restaurant provides a harmonious, calming, and comfortable atmosphere so that you can truly enjoy your valuable meal time. We currently have over 300 locations within Japan. We also have franchises in Thailand, Singapore, Australia, Taiwan and United States of America, and are actively expanding overseas.

YAYOI will bring delicious Japanese food into the future and share it with the world.

Bringing Japanese food culture to the world.  
Serving safe meals freshly-prepared and delicious.

We are actively expanding outside of Japan in order to share delicious Japanese food with everyone. Our mission is to deliver freshly-prepared delicious food and service that satisfies to people all over the world.

[ Beijing Hotto Motto Restaurant Management Co., Ltd. ] *China*

[ PLENUS & MK PTE. LTD. ] *Singapore*

[ YK Food Service Co., Ltd. ] *Korea*

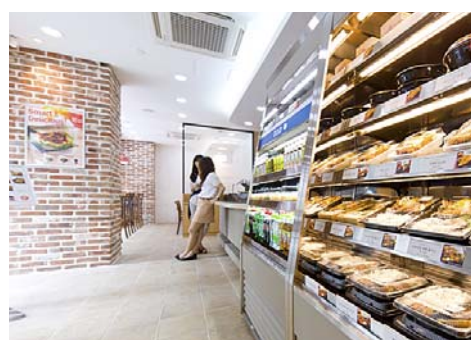
[ PLENUS Aust PTY. LTD. ] *Australia*

[ Plenus Taiwan Co., Ltd. ] *Taiwan*

[ Plenus, Inc. ] *United States of America*

[ Plenus Global Pte, Ltd. ] *Singapore*

[ Bay POS, Inc. ] *United States of America*



Providing the MK Hot Pot which combines hearty ingredients and unique soups.

[ PLENUS MK Co., Ltd. ]



Spread all over Thailand, MK RESTAURANTS is the largest restaurant chain. MK RESTAURANTS is currently expanding to Japan while preserving our taste and originality. We serve reasonably priced meals, starting with our signature dish the MK Hot Pot which combines hearty

ingredients and unique soups and including dim sum and other dishes. This has won us the support of young people and families as a restaurant that delivers “reasonably-priced and tasty” meals.

Continuously pursuing quality, reliability, and safety.

[ PLENUS FOODS Co., Ltd. ]

Plenus Foods Co., Ltd. polishes brown rice and processes various foods to Plenus group companies. The rice milling center, called “Seimai Center”, mills rice systematically and supplies to our group stores the just-milled, healthy, and delicious rice called “Kinme Rice.” The meat processing plant developed Japan's first continuous defrosting machine, which enables to defrost the frozen raw materials in one hour with low temperature steam. Moreover, both of the two facilities are located next to Plenus central distribution center, which leads to minimize the loss of time and construct an efficient delivery system supplying fresh food products to our group stores.



The X-rays scanning



Bacteria inspection



Continuation-style defrosting machine

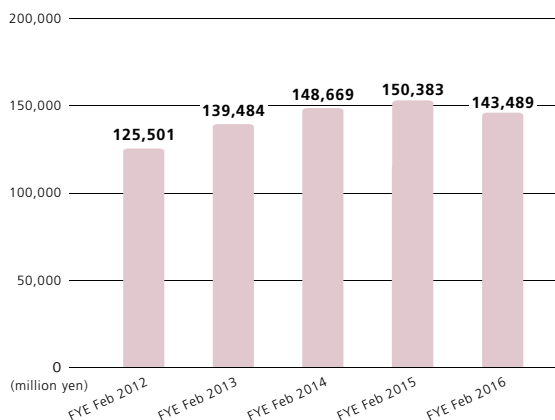
Here is an overview of Plenus,  
a company set to continue growing into the future.

## Corporate Profile

**Company Name:** Plenus Company Limited  
**Representative:** Tatsuo Shioi, President and Representative Director  
**Fukuoka Head Office:** 19-21 Kamimuta 1-chome, Hakata-ku, Fukuoka-shi, Fukuoka 812-8580, Japan.  
 Phone 092-452-3600(switchboard)  
**Tokyo Head Office:** 7-1 Kayaba-cho 1-chome, Chuo-ku, Tokyo, 103-0025, Japan.  
 Phone 03-3249-0311(switchboard)  
**URL:** <http://www.plenus.co.jp>  
**Number of Shops:** 2,986 (1,462 directly managed, 1,524 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:** 1,429. Temporary Employees: 7,322\*  
**Major Customers:** Ajinomoto Group, Chuo Kagaku Co., Ltd., Nichirei Group, Nippon Suisan Kaisha, Ltd., Nippon Ham Group, Mitsubishi Group.  
**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 29, 2016

## Changes in Sales



## 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.  
 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  
 December **1993:** PLENUS MK Co., Ltd. established (subsidiary company)  
 June **1998:** PLENUS FOODS Co., Ltd. established (subsidiary company)  
 April **1999:** Hokka Hokka Tei Co., Ltd. (Chiyoda-ku, Tokyo) made into a subsidiary of Plenus 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  
 May **2009:** Head office moved to Kamimuta, Hakata-ku, Fukuoka-shi  
 July **2010:** Beijing Hotto Motto Restaurant Management Co., Ltd. established at China (joint venture company)  
 February **2011:** PLENUS & MK PTE. LTD. established at Singapore (joint venture company)  
 January **2012:** YK Food Service Co., Ltd. established at Korea (joint venture company)  
 July **2012:** Yayoiken restaurants number 200  
 March **2013:** PLENUS AusT PTY. LTD. established at Australia (subsidiary company)  
 January **2014:** PLENUS Taiwan Co., Ltd. established at Taiwan (subsidiary company)  
 February **2014:** PLENUS, Inc. established at America (subsidiary company)  
 April **2015:** PLENUS Global Pte, Ltd. established at Singapore (subsidiary company)  
 March **2016:** Tokyo head office established in Chuo-ku, Tokyo (one company two head offices)

## Changes in Ordinary Profit

