

## 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**, CEO 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."

Precious to me.  
今日に、よいもの。



Japanese cuisine has the power to bring more smiles to the world. When you have a smile on your face when you're eating something good, you bring happiness to the people around you.

That's why we spare no effort to make sure our meals are nutritionally balanced, applying our culinary ingenuity and always making sure the ingredients we offer you are fresh and at the peak of flavor. Now, isn't today a great day to treat yourself to something delicious?

The SHABU-SHABU: a combination of hearty ingredients and unique soups. Please enjoy with family and friends.



At MK RESTAURANTS we prepare authentic dim sum and a la carte cuisine, with the SHABU-SHABU as our signature dish. The SHABU-SHABU provides you with a new taste sensation you can enjoy any number of times thanks to its combination of hearty ingredients and our unique soups. In addition to our ample all-you-can-eat courses, we have prepared set menus and lunch menus offering a more casual dining experience.

The SHABU-SHABU starts with your choice of soup. We then add plenty of ingredients such as meat and vegetables, and stew it all together. In addition to refreshing ponzu sauce and flavorful sesame seed sauce, we import MK Sauce (a blend of main ingredients including chili sauce along with 30 spices) directly from MK RESTAURANTS in Thailand in order to suit a wide range of tastes.

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.

[ **Plenus Global Pte Ltd.** ] *Singapore*

[ **PLENUS AusT PTY. LTD.** ] *Australia*

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

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

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



## Continuously pursuing quality, safety, and reliability.

By processing and manufacturing rice, meat, aquatic products and seasonings in-house at Plenus group, we provide high value-added products to "Hotto Motto", "YAYOI " and "MK Restaurant".

[ **PLENUS FOODS Co., Ltd.** ]

[ **MSF Co., Ltd.** ]

[ **WEIHAI DONG WON FOOD CO., LTD.** ]



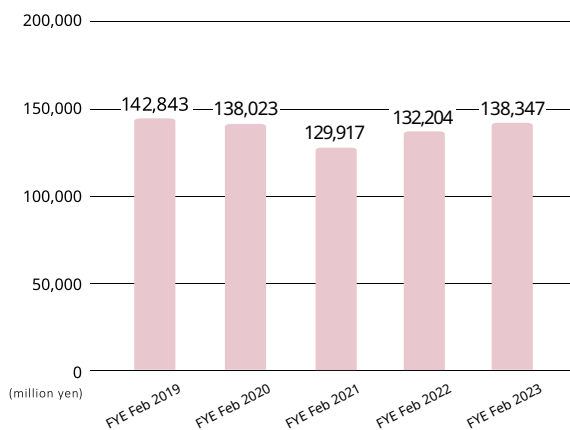
Here is an overview of Plenus,  
a company set to continue growing into the future.

## Corporate Profile

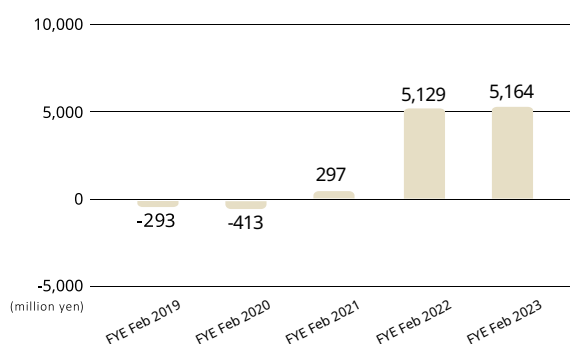
<b>Company Name:</b>	Plenus Company Limited
<b>Representative:</b>	Tatsuo Shioi, CEO and Representative Director
<b>Head Office:</b>	8F GINZA SIX 10-1, Ginza 6-chome, Chuo-ku, Tokyo, 104-0061, Japan Phone 03-3289-8311(switchboard)
<b>URL:</b>	https://www.plenus.co.jp
<b>Number of Shops:</b>	2,853 (940 directly managed, 1,913 franchises)
<b>Business Areas:</b>	Hotto Motto franchising business, Yayoiken franchising business, MKRestaurants franchising business, sale of foodstuffs and packaging materials
<b>Date of Founding:</b>	March 1960
<b>Date of Establishment:</b>	November 1976
<b>Capital:</b>	3,461 million yen
<b>Number of Employees:</b>	1,229. Temporary Employees: 5,192 (calculated based on 8 working hours a day)
<b>Major Customers:</b>	Ajinomoto Group, Nichirei Group, Nippon Suisan Group, Nippon Ham Group, Mitsubishi Group, Kewpie Corporation, FP Corporation. Fukuoka
<b>Major Banks:</b>	Bank, Ltd., Nishi-Nippon City Bank, Ltd., MUFG Bank, Ltd., Sumitomo Mitsui Banking Corporation

\*Number of shops and employees are as of February 28, 2023

## Change in Sales



## Change in Ordinary Profit



## Corporate History

<b>March 1960:</b>	Taiyo Jimuki Limited established
<b>November 1976:</b>	Taiyo Jimuki Co., Ltd. established in Hiucho, Sasebo, Nagasaki
<b>February 1980:</b>	Head office moved to Oroshihonmachi, Sasebo-shi, Nagasaki
<b>April 1980:</b>	Kyushu Regional Headquarters of Hokka Hokka Tei Co., Ltd. established
<b>July 1980:</b>	Hokka Hokka Tei Kyushu area No. 1 store opened in Fukuoka City
<b>April 1985:</b>	Company name changed to Taiyo Co., Ltd.
<b>June 1987:</b>	Kyushu Regional Headquarters of Hokka Hokka Tei Co., Ltd. merged with Taiyo Co., Ltd.
<b>December 1989:</b>	Meshiyadon No. 1 store opened in Fukuoka City
<b>November 1990:</b>	Head office moved to Kamimuta, Hakata-ku, Fukuoka-shi
<b>December 1990:</b>	Company name changed to Plenus Co., Ltd.
<b>July 1993:</b>	Plenus listed on the over-the-counter market of Japan Securities Dealers Association
<b>December 1993:</b>	PLENUS MK Co., Ltd. established (subsidiary company)
<b>June 1998:</b>	PLENUS FOODS Co., Ltd. established (subsidiary company)
<b>April 1999:</b>	Hokka Hokka Tei Co., Ltd. (Chiyoda-ku, Tokyo) made into a subsidiary of Plenus Co., Ltd.
<b>July 2002:</b>	Hokka Hokka Tei shops number 1,000
<b>September 2002:</b>	Meshiyadon restaurants number 100
<b>December 2002:</b>	Plenus listed on the First Section of the Tokyo Stock Exchange
<b>March 2004:</b>	Hokka Hokka Tei Co., Ltd. merged with Plenus Co., Ltd. Hokka Hokka Tei shops number 2,000
<b>December 2004:</b>	Nihonbashi Yayoi Building built in Chuo-ku, Tokyo, to where the Tokyo Office is moved
<b>July 2006:</b>	"Meshiyadon" trade name changed to "Yayoiken"
<b>May 2008:</b>	New takeaway bento brand "Hotto Motto" created
<b>May 2009:</b>	Head office moved to Kamimuta, Hakata-ku, Fukuoka-shi
<b>July 2010:</b>	Beijing Hotto Motto Restaurant Management Co., Ltd. established at China (joint venture company)
<b>February 2011:</b>	PLENUS & MK PTE. LTD. established at Singapore (joint venture company)
<b>January 2012:</b>	YK Food Service Co., Ltd. established at Korea (joint venture company)
<b>July 2012:</b>	Yayoiken restaurants number 200
<b>March 2013:</b>	PLENUS AusT PTY. LTD. established at Australia (subsidiary company)
<b>January 2014:</b>	PLENUS Taiwan Co., Ltd. established at Taiwan (subsidiary company)
<b>February 2014:</b>	PLENUS, Inc. established at America (subsidiary company)
<b>April 2015:</b>	PLENUS Global Pte, Ltd. established at Singapore (subsidiary company)
<b>June 2015:</b>	Bay POS, Inc. established at America (subsidiary company)
<b>March 2016:</b>	Tokyo head office established in Chuo-ku, Tokyo (one company two head offices)
<b>March 2016:</b>	Yayoiken restaurants number 300
<b>January 2017:</b>	MIYAJIMA SHOYU FLAVOR Co., LTD. made into a subsidiary of Plenus Co., Ltd.
<b>November 2018:</b>	Acquired the shares of Weihai Dong Won Food Co., Ltd., and made it a legal subsidiary.
<b>June 2022:</b>	PLENUS MK Co., Ltd. merged with Plenus Co., Ltd.
<b>January 2023:</b>	Abolished two head offices system, head office moved to Ginza, Chuo-ku, Tokyo
<b>February 2023:</b>	Plenus delisted from the Prime Market of the Tokyo Stock Exchange by management buyout.