

History of Value Creation

Keep Pioneering the New Era

For 96 years since the founding of KING JIM in 1927, we have developed many products that respond to the changing times, based on our conviction that we should “make original items” and “not make mere imitations.” We will continue to propose new forms of value that go beyond stationery and office supplies, taking advantage of the experience we have accumulated over the course of our history.



20XX- KING JIM's Future

We “KING JIM” will be enhancing your work and personal life, and focusing on the originality.


Corporate Message
Surprise, Comfort, Work and Life



1927
Founding

Jinmeibo
The era before files


Our founder Eitaro Miyamoto noticed that the address and name sections were nearly the same size on all postcards, so he developed the product Jinmeibo (name directory), which cuts out the address and name sections so they can be managed as a customer directory. This marked the beginning of the KING JIM spirit.



1964
Creation of filing culture

KING FILE
The era when documents were bound with string


We developed the KING FILE, a product which is durable and stain-resistant, and created a culture of filing documents. Since this product was launched, it has been cherished by customers, and has become a fixture of workplaces.



1988
Creation of labeling culture

Label printer TEPPRA
The era when offices were cluttered


We developed the label printer TEPPRA in response to people saying they want to display the title of files on bookshelves neatly. It created a culture of labeling files and displaying information.



2008
Creation of new markets


Digital memo POMERA
The era when people carried around heavy PCs

One employee said that they did not want to carry a whole PC around just to type the minutes of meetings, so in response we developed the digital memo POMERA, which is specialized for text input. We created a new market with this concept for a new type of product.



2023
Undertaking challenges in new domains

With the aim of expanding our business domain, we have welcomed into the Group new companies that plan and develop lifestyle products into the Group. The Group is working together to undertake challenges in new domains beyond stationery and office supplies.



Main companies that joined the Group through M&As

2001
LADONNA CO., LTD.
Location
Koto-ku, Tokyo
Main business portfolio
Planning and sale of interior decoration goods, kitchen goods, clocks

2008
ASCA CO., LTD.
Nagoya, Aichi
Import, planning, and sale of artificial flowers and interior decoration goods

2014
BON FURNITURE CO., LTD.
Kainan, Wakayama
E-commerce sale of furniture

2020
WINCESS CORPORATION
Takamatsu, Kagawa
Manufacture and sale of work gloves, etc.

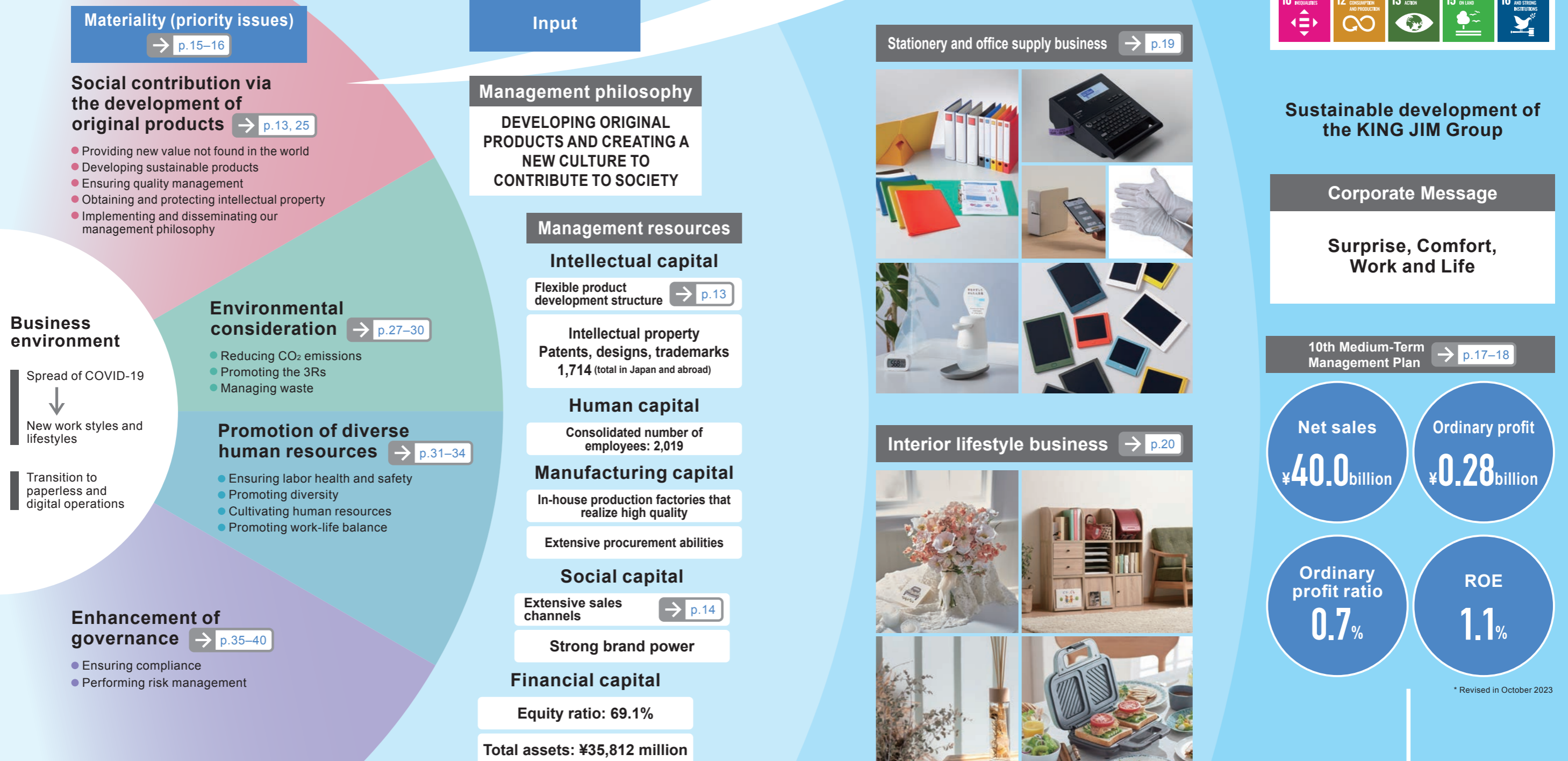
2021
Life on Products, Inc.
Osaka City, Osaka
Planning and sale of home appliances, everyday goods, room fragrances, etc.

2022
HIM Co., Ltd.
* Absorbed and merged into KING JIM in February 2023
E-commerce sale of kitchenware and everyday goods

Value Creation Process

Maintaining the KING JIM Style

For the KING JIM Group, the unique management resources accumulated based on our management philosophy are our main source of value creation. We aim to provide value to society, realize a sustainable society, and achieve sustainable development for the Group by making maximum use of our management resources and creating a wide array of products.



Strengths of KING JIM



Wide Array of Original Products

Message

Developing original products and providing customers with touching experiences!

Based on our purpose of "DEVELOPING ORIGINAL PRODUCTS AND CREATING A NEW CULTURE TO CONTRIBUTE TO SOCIETY," we continue to solve problems for customers and offer them new discoveries and experiences. The R&D department values the ideas and values of its diverse team members, and plans products to provide touching experiences to customers who change with the times. Regardless of the number of years of service, from the first year after joining the Company, members are responsible for developing products and playing active roles as employees in charge. This flexible development system allows us to create products that are crafted down to the finest detail and that reflect the thoughts and commitment of developers. Going forward, based on the theme of "making SDGs more fun while taking the next step forward," we will actively develop products that further contribute to environmental considerations and the improvement of social issues, and contribute to society while providing unique value that pleases our customers.



Miyoko Kimura

Director and Managing Executive Officer
General Manager, R&D Division, and CMO

"Making things that have never existed before"

KING JIM's stance on product development is shown in our management philosophy of "DEVELOPING ORIGINAL PRODUCTS AND CREATING A NEW CULTURE TO CONTRIBUTE TO SOCIETY." Valuing new ideas, we actively undertake development activities to bring about innovation in the market, and have continued to create a wide array of products.

Wide array of products that we have created

<p>Label printer</p> <p>TEPRA</p>	<p>Digital stationery</p>	
	<p>POMERA</p>	<p>Boogie Board</p>
<p>Files</p> <p>KING FILE</p>	<p>Lifestyle products</p>	
	<p>SPOT</p>	<p>EMILy</p>
<p>Office products</p> <p>Microphone with speaker</p>	<p>HITOTOKI</p> <p>KITTA</p>	<p>HITOTOKI NOTE</p>

Extensive Sales Channels

Message

Steadily providing products to customers through extensive sales channels.

Purchasing attitudes around the world are steadily changing in the aftermath of the COVID-19 pandemic. In order to understand diversifying needs and utilize them in product manufacturing, our sales department has seven sales locations across the country, and we share the appeal of KING JIM products in places closer to our customers, helping them solve minor inconveniences in their daily lives. Precisely because we live in an era where it is possible to efficiently obtain large amounts of information due to the development of AI and communication devices, we are conscious of increasing opportunities for customers to experience our products first-hand.

In addition to traditional stationery and office supply distribution, we will steadily deliver products and value to more customers through electronics retailers and clients who specialize in E-commerce, while also promoting daily sales activities with an emphasis on sharing "surprise and comfort."



Shinji Taniguchi

Executive Officer, General Manager, Sales Division

To make "products that have never before existed" available for purchase at many different stores, KING JIM works with variety of sales channels to offer them, including unique sales channels of its Group companies.

To keep providing new information to many customers at all times, we will continue working to develop optimum sales channels and provide more benefits that respond to the needs of the times.

Communication with Fans of KING JIM

We use our official website and various social media to announce our promotions and corporate activities. Worthy of particular attention is KING JIM's official X (former Twitter) account, which has 450,000 followers (as of November 2023). Followers enjoy our daily tweets and interactions with other companies' official accounts. We value the bilateral relationship with our fans and will keep striving to enhance communication on a daily basis.

KING JIM's official social media accounts
As of November 2023

<p>X (former Twitter)</p> <p>About 450,000 followers</p>	<p>Facebook</p> <p>About 120,000 followers</p>	<p>Instagram</p> <p>About 50,000 followers</p>	<p>YouTube</p> <p>About 9,000 channel subscribers</p>
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Materiality (Priority Issues)



Materiality (Priority Issues)

Based on our management philosophy “DEVELOPING ORIGINAL PRODUCTS AND CREATING A NEW CULTURE TO CONTRIBUTE TO SOCIETY” and the concept of sustainability, we identified in March 2022 issues where our business activities are highly relevant to social issues from the perspective of ESG (environment, society, governance). We then designated those issues as materiality (priority issues) and selected important themes to associate with them.

We associate specific materiality (priority issues) with SDGs and contribute to achieving SDGs via initiatives for resolving the materiality (priority issues).



Selection Process

STEP 1

Identifying Social Issues

When identifying materiality (priority issues), we selected the social issues to consider based on international sustainability frameworks such as the GRI standards, SDGs, ISO26000, SASB, and the evaluation items of ESG ratings agencies.

STEP 2

Evaluating the Importance of Social Issues

When evaluating the importance of the selected social issues, we identified the issues with the highest priority for the KING JIM Group based on A) level of demand/expectations from society and stakeholders and B) level of business impact.

STEP 3

Deciding Materiality (Priority Issues)

We identified the final materiality (priority issues) upon an investigation by external experts, and received approval by the board of directors.

STEP 4

Planning Action

We will periodically review the materiality (priority issues) in the future and aim to continuously improve corporate value via further integration with management strategy.

Metrics and Targets

We have set five sustainability-related Metrics and targets and are working to achieve each. In the future, we will consider and set new indicators and targets to enhance our sustainability efforts.

Metrics	Targets	FY6/23 Actual
Percentage of net sales of eco-friendly products	Achieve 80% in the FY6/30	77%
Reduction of CO ₂ emissions (Scope 1+2)	Reduction of 30% in the FY6/30 compared to FY6/21	Decrease of 21% compared to FY6/21
Recycling and reuse rate	Maintained 76% recycling and reuse rate of collected used “TEPRA” PRO tape cartridges	76%
Percentage of female managers	Achieve 20% in the FY6/30	8%
Number of Days of paid leave taken	An average of 10 days was acquired in the FY6/25	11.8 days

Notes : 1. CO₂ emissions are for Scope 1 and Scope 2.
 2. The aggregation period for paid leave days taken is from June 16, 2022, to June 15, 2023.
 3. Metrics and targets other than “CO₂ emissions reduction” are subject only to KING JIM.