



# Company Information

## Overview [December 31, 2020]

Company Name ..... MonotaRO Co., Ltd.  
 Headquarters ..... Liber bldg.3F 2-183, Takeyacho, Amagasaki-shi, Hyogo,  
 Branches ..... Akasakanakanishi bldg.4F 4-1-33, Akasaka, Minato-ku, Tokyo  
 The Hilton Plaza West 13F, 2-2-2, Umeda, Kita-ku, Osaka-shi, Osaka  
 Nishiyagipark bldg.7F 4-13-7, Meiki, Nakamura-ku, Nagoya-shi, Aichi  
 Distribution Center ... Amagasaki DC:75-1,Nishimukoujmacho,Amagasaki-shi, Hyogo  
 Kasama DC:1877-3,Tairamachi,Kasama-shi, Ibaraki  
 Hokkaido DC:3-2-1, Higashikarikhachijyo, Higashi-ku, Sapporo-shi, Hokkaido

### [Subsidiaries]

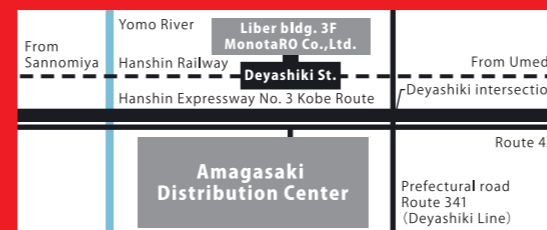
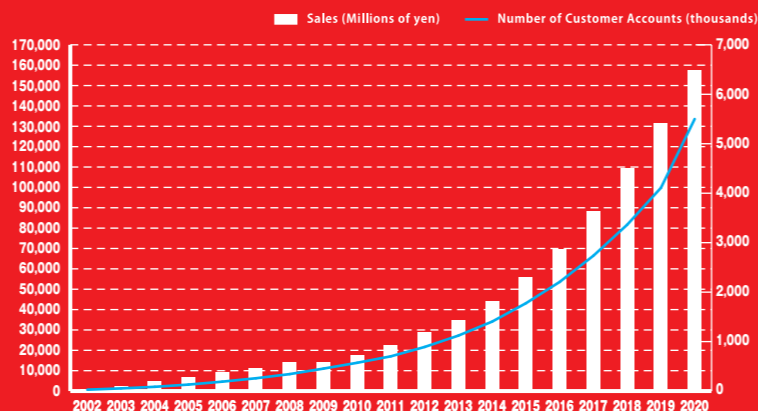
Company Name ..... NAVIMRO wholly-owned subsidiary	Company Name ..... IB MONOTARO PRIVATE LIMITED
Headquarters ..... Seoul, South Korea	Ratio of capital contribution... MonotaRO 50%
Founded ..... January 2013	Headquarters ..... New Delhi, India
Capital ..... 17 billion won	Capital ..... 30 million Indian rupees
Business ..... Online MRO products Store in South Korea	Business ..... Online MRO products Store in India

Company Name ..... PT MONOTARO INDONESIA  
 Ratio of capital ..... MonotaRO 51% contribution  
 Headquarters ..... Jakarta, Indonesia  
 Capital ..... 241 billion rupiah  
 Business ..... Online MRO products Store in Indonesia

## History

- October 2000 .... Established by Sumitomo Co., Ltd and W.W. Grainger Inc.  
Opened web site "MonotaRO.com"
- November 2001 .... Began services nationwide
- March 2002 .... Opened Distribution Center in Higashi Osaka-shi  
(1,320m<sup>2</sup>, expanded to 3,300m<sup>2</sup> in February 2003)
- February 2006 .... Company renamed (Sumisho Grainger Co., Ltd. → MonotaRO Co., Ltd)
- December 2006 .... Listed on TSE Mothers (stock code: 3064)
- January 2007 .... Moved Distribution Center to Amagasaki, Hyogo Prefecture(24,000m<sup>2</sup>)
- March 2008 .... Moved headquarters to Amagasaki, Hyogo
- May 2008 .... Entered into the automotive aftermarket industry
- July 2008 .... Opened second Distribution Center in Suminoe-ku, Osaka  
(9,900m<sup>2</sup>, reduced to 6,600m<sup>2</sup> in June 2009)
- October 2009 .... Started to publish construction supplies catalog
- December 2009 .... Listed on the TSE First Section: (Stock code: 3064)
- April 2010 .... Started overseas export business
- May 2010 .... Launched private brand "Osaka Spirit"
- February 2011 .... Expanded Distribution Center to 28,000m<sup>2</sup> and integrate the Distribution Center in Suminoe-ku, Osaka
- May 2011 .... Opened Distribution Center in Tagajyo-shi, Miyagi (8,300m<sup>2</sup>, closed in May 2017)
- January 2012 .... Launched private brand " Otokomae MonotaRO"
- January 2013 .... Started business in South Korea
- May 2014 .... Started agricultural materials and kitchen equipment product sales business
- July 2014 .... Opened Amagasaki Distribution Center in Amagasaki-shi, Hyogo (44,000m<sup>2</sup>)
- May 2015 .... Started Medical & nursing care equipment product sales business
- October 2016 .... Started business in Indonesia
- March 2017 .... Opened Kasama Distribution Center in Kasama-shi, Ibaraki (56,200m<sup>2</sup>)
- July 2017 .... Opened Hokkaido Distribution Center in Sapporo-shi, Hokkaido (990m<sup>2</sup>)
- February 2018 .... Started business in China
- April 2018 .... Opened MonotaRO AI store in Saga-shi, Saga
- September 2020 .... Started business in India

## Business Results



**MonotaRO Co., Ltd.**  
<https://www.monotaro.com/>

660-0876 Liber bldg 3F 2-183, Takeyacho,  
 Amagasaki, Hyogo, Japan  
 TEL: (06) 4869-7111 [representative]

Online Store for Every Workers

**monotaro**



# New infrastructure for MRO procurement

MonotaRO sells MRO products including office supplies, repair supplies, and various consumables through Internet and catalog. We offer wide range of tools and replacement parts used in different industries such as automobile maintenance and construction. We have brought an innovation to the traditional MRO distribution supply chain which has the complex discount structures for each transaction, by creating a new business model that small business entities can purchase MRO products at a low price even when buying only one unit of item.

Furthermore, by shortening the lead-time from occurrence of needs for MRO products to receipt of them through improving both search functions on our website and distribution network, we contribute to cutting customers' labor cost for purchasing. Customers can purchase products at fair and appropriate prices in a short time through our service, which has been highly appreciated and expanding its business scale. We offer more than 18 million items in order to meet a wide range of requirements from customers throughout Japan. Our strengths are self-developed advanced search system, which utilizes the characteristics of the Internet effectively and enables customers to find what they need from a large number of products quickly, and proposal-based service, which is optimized for each customer by database marketing. Listening to our customers' requests and offering more required products gain strong supports and their high repeat rate from our customers. More and more new customers start using MonotaRO every day.

MonotaRO will capture market needs quickly and accurately, innovate and continue to push forward to become the de facto standard of MRO suppliers in the field of Internet which has become an integral part of our society and in 5-10 trillion yen MRO supply market.

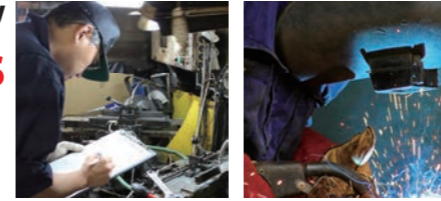
**Making change of the structure, customs, and society, we build up a new MRO procurement standard.**

President and CEO  
**Masaya Suzuki**



## For user satisfactions of variety of industries across the country More than 5.5 million Customers

More than 5.5million customers are using MonotaRO and the number is increasing every day. We contribute to the "fast, cheap and convenient" MRO purchase.



## Providing wider range of products at lower prices in more efficient way 2,000 Suppliers

We work with more than 2,000 companies such as manufacturers and wholesalers, and import products from more than 10 countries.

Utilizing those suppliers optimally, we will procure products more efficiently at lower prices.



## Support small demands of long tail products We Offer More than 18 million Products

By utilizing the advantage of the Internet and by offering products that other stores do not have because of low profitability, we respond to the need of customers in manufacture, automobile maintenance, and construction industries with a wide range of products.



## Speedy delivery system and low-cost operations to improve services More than 450,000 Items in Stock and Low-cost and High-performance Operation

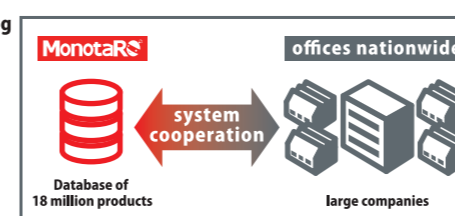
In order to develop a speedy delivery system, we have more than 450,000 items in stock at our distribution centers. With the efficient and high mobility operations at the distribution centers, we ship items within the same day of order and improve the convenience of customers.

## Challenge to new business areas

More than 1,200 companies have adopted this model, and these large companies' procurement has been improved.

### Purchase Reform Solution Business for Large Enterprises

More than 1,200 companies have selected us through the current purchasing management system or our own developed purchasing management system, "MonotaRO ONE SOURCE" and "MonotaRO ONE SOURCE Lite". Our wide product line-up available and our quick delivery to all over the country are contributing the large companies to minimize their purchasing process cost by more efficient and visualized company-wide procurement process managements.



MonotaRO ONE SOURCE



MonotaRO ONE SOURCE Lite



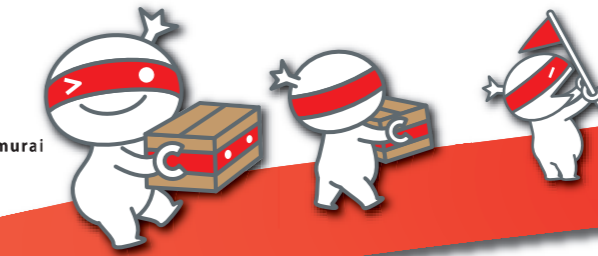
### Introducing an Unique Business Model to the World Business Expansion to Overseas Markets

By making active use of e-commerce know-how we have cultivated in Japanese market, we are expanding our business to overseas; establishment of our subsidiaries in South Korea, investing in an e-commerce company in Indonesia and India, operating export business in Southeast Asia, and providing consulting service to business in USA and Europe. We will continue expanding our unique business model in the world in order to create new values.



## Change of Materials Procurement Network!

Mascot Character  
MonotaRO Samurai



MonotaRO will continue to develop as a strong supporter of manufacturing.

## Detailed analysis of purchase results Database Marketing to Achieve a High Repeat Rate

We analyze purchase results in detail with data mining tools. MonotaRO's high repeat rate is realized by predicting customers' needs and providing useful information for each customer. The huge database of daily orders supports the highest precision of our marketing and contribute to our customers' laborsaving of purchasing.



## The pursuit of low price and high quality-development of original products

### More than 300,000 Private Brand Products

MonotaRO has designed and developed more than 300,000 private brand products. Their low prices and high qualities have gained a great appreciation of customers reducing their product procurement cost.

