Value Creation Model

PURPOSE

Contribute to a brighter future through technologies

Marubun's resources and foundation

MISSION

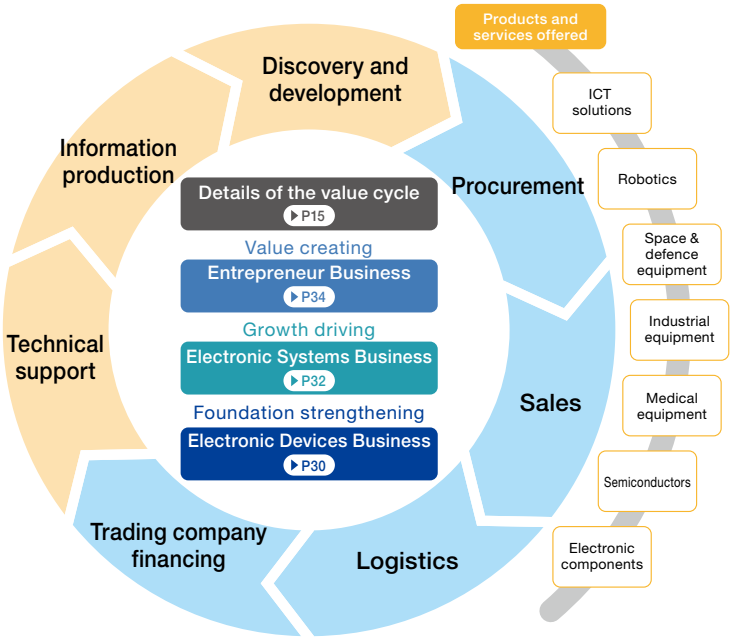
Looking forward and staying ahead, address societal themes and solve customers' issues by leveraging the Group's human capital, technological strengths and service qualities

Finance	● Effective allocation of capital resources and utilization of internal reserves ● Financial planning and management under listed company regulations
Customers and society	● Capabilities for offering proposals to over 3,000 customers ● Partnerships with over 800 suppliers ● Capabilities to promote the "Marubun Brand" in the B-to-B area ● Support for technological advancement through the Marubun Research Promotion Foundation
Internal processes	● Network of Japanese and overseas sites of Marubun Group companies ● Robust global supply chain management ● Knowledge of advanced technologies, and solutions development capabilities ● Highly reliable operations management ● Meticulous integrated risk management
Human resources and infra-structure	● Professional "human capital" group with high expertise ● Strategic recruitment, capacity development, and assignment of suitable human resources ● Corporate culture of "innovation and endeavor without fear of failure" ● Highly reliable management information ● ICT infrastructure that supports business continuity and growth

Marubun's business model and value cycle

Medium-Term Business Plan
"Marubun Nextage 2027" ▶ P21

Innovating Together



Material issues ▶P18
Sustainability management ▶P17
Corporate governance ▶P46

The value Marubun creates

VISION

Be the unrivaled and most trusted electronics trading company with unique and original values

Solutions to environmental and social issues
Contribution to the expansion of economic welfare

- Industrial development through the growth of customer companies
- Construction of sustainable social infrastructure
- Realization of a safe and prosperous society

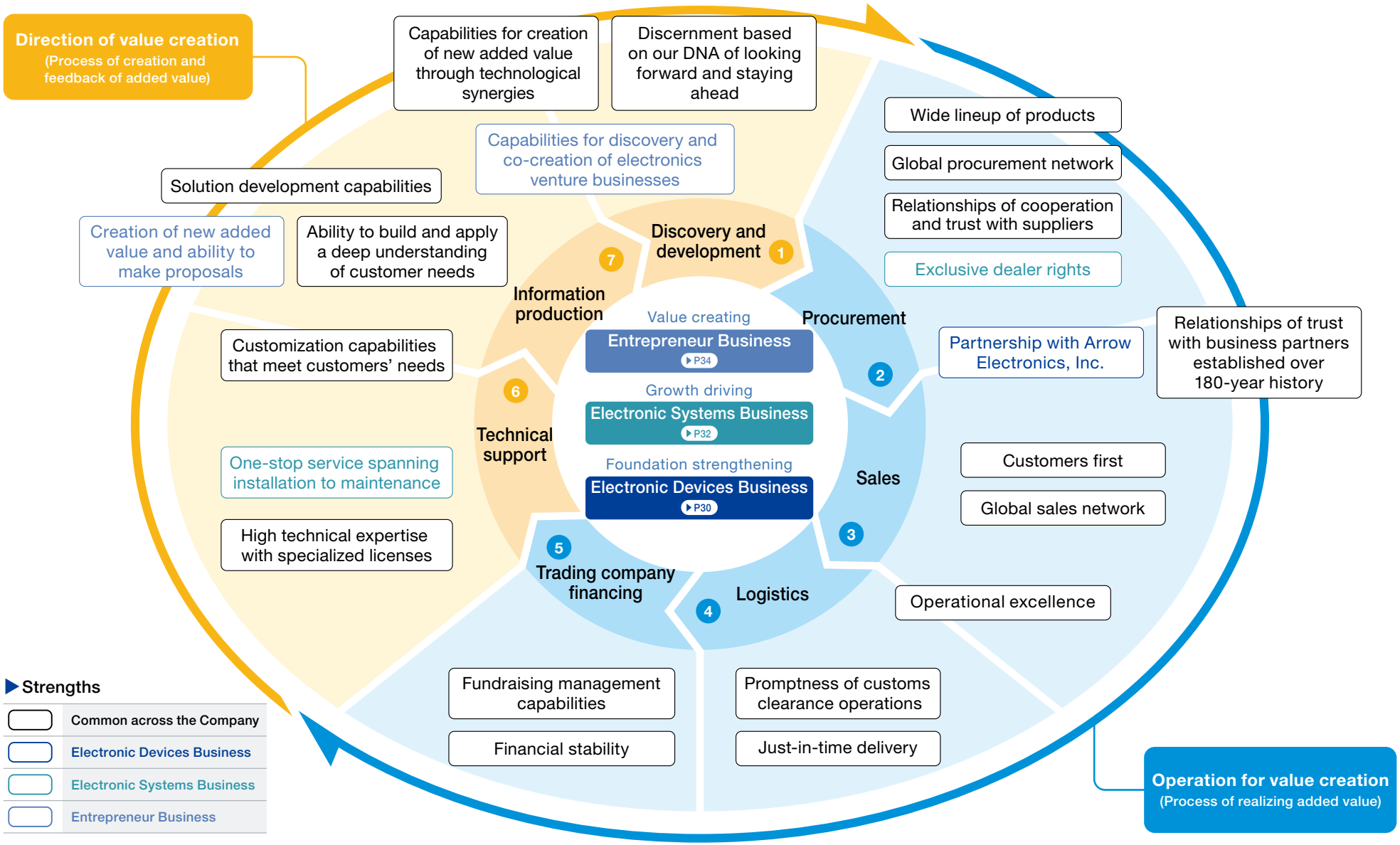
Further accumulation of management resources
Further enhancement of management foundation

- Accumulation of new technologies and knowledge
- Growth of officers and employees, and engagement enhancement
- Further expansion of commercial rights foundation
- Realization of consolidated financial targets

Creation of a virtuous cycle of value creation

Value Cycle and Marubun's Strengths

Operation that realizes added value, and direction that creates new value. Through processes that link these two in a cycle, we demonstrate Marubun's diverse strengths and continue to provide unique value.



Seven Functions and Initiatives of the Value Cycle

We consider our value cycle as embracing seven functions, and categorize our initiatives for each.

Operation for value creation (Process of realizing added value)

1 Discovery and development

With discernment based on our DNA of "looking forward" and "staying ahead" that has been inherited since our founding, we discover outstanding, cutting-edge products, technologies, and services and quickly provide them to customers. To further develop our business, we also make business investments that include mergers and acquisitions and venture capital.

- Demand creation
- Collaboration with partners
- Promotion of innovation

2 Procurement

Handling products and services from over 800 suppliers under strategic partnerships, we procure the products our customers require, promptly and globally. We are working to expand and diversify procurement sources in order to meet an ever-changing variety of needs.

- Further expansion of procurement sources
- Maintenance and strengthening of strategic partnerships

3 Sales

With a customer-first mindset, we provide high value-added products and services tailored to our customers. Through a global sales network shared with partners the United States, we provide on-site procurement of components and support for production transfer.

- Global supply chain support
- Promotion of cross-selling among businesses
- Account management

4 Logistics

Our advanced logistics management system ensures an efficient and accurate delivery system. By ensuring appropriate management of chemical substances in products, we secure product safety and, as a certified authorized exporter, achieve rapid import/export operations and just-in-time delivery.

- Optimal inventory management / stable supply
- Thorough inventory quality management

5 Trading company financing

Using the trust and fundraising capabilities we have cultivated as our strengths, we conduct transactions based on inter-company credit, acting as an intermediary between suppliers and customers. We reduce financial risks through meticulous management of funds and credit, and ensure business continuity by maintaining an appropriate level of equity.

- Financial support
- Financial risk management
- Maintenance of foreign currency liquidity

6 Technical support

With a specialized technical service division and engineering service company, we provide one-stop services covering everything from equipment introduction to installation and maintenance. We address customers' needs by proposing optimal systems that combine multiple pieces of equipment, parts, and software.

- Technical support through accumulation of advanced knowledge
- AI/digital technology utilization
- Development of manufacturer-certified engineers

7 Information production

While providing customers with up-to-date technical information, we draw on information obtained through our sales activities and engineering services to analyze and assess the challenges and the foreseeable needs of society and customers, and connect this to the creation of new solutions and business models.

- Understanding and analysis of market trends
- Feedback of information leading to strengthened capability to make proposals
- Strengthening of solutions through customer feedback

Direction of value creation (Process of creation and feedback of added value)

Initiatives for Each Function