



ROYAL
CORPORATION

COMPANY BROCHURE

| Royal Corporation |

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1 CEO MESSAGE

~ All is for our customers ~

We want to be an “information transmission company” that always seizes the times.

Royal Corporation was founded in 1972 as “Royal Service Company” and celebrates its 50th anniversary in 2022.

When the company was founded, we started our business as a “specialist of import and distribution” that directly imported famous overseas brand products through our own buying channels. Over 50 years until now, we have developed and expanded our business as an “import trader” that plans, develops, and delivers sports and casual shoes and wear as well as fashion goods and sporting goods.

Now in its second founding period, our company is expanding its business with three pillars: “Retail business centered on online stores,” “wholesale business centered on original brands and exclusive overseas distributor brand products,” and “logistics service provider to meet various customer needs” .

We will continue to pursue the philosophy that has remained unchanged since we founded, “Provide only genuine products consumers desire at reasonable prices and in a timely manner from the world”. And we will continue to change and challenge ourselves to keep up with changes in the times.

“All is for our customers”, we, as a total distributor, will further expand our business to meet the needs of various customers. And we hope to be a company that disseminates information , always seize the new era, new possibilities, and the times.

Tomohiro Nakane
President and CEO

WHAT IS TRUE WORTH, FROM THE WORLD. FROM JAPAN TO THE WORLD.



MOTTO

- We are committed to purchasing only the "genuine products" that our customers want "from the world" and selling them in a timely manner and at prices that satisfy them. We will also provide "good Japanese products to the world" .
- We will strive every day to satisfy more customers by grasping their needs, and challenging ourselves to work in various ways with diverse colleagues.

PRINCIPLE

- Management that always sets high goals, and is oriented toward expansion and growth
- Management that makes the most of each individual's strengths
- Customer first
- Management that pursues enrichment in both materially and spiritually for all employees, including board members
- Management that strives to maximize sales and minimize expenses
- Management that always thinks positive, reflects, changes itself, and is not afraid to take on challenges.

3 COMPANY PROFILE



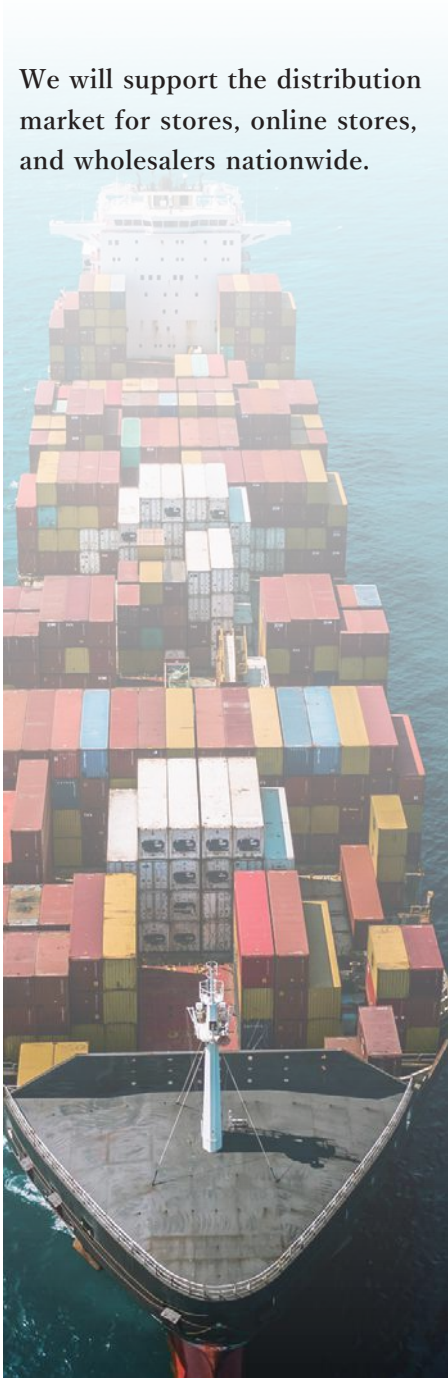
Company Information

Company Name	ROYAL CORPORATION
Head office	Central BLDG.3F,2-11-30,Sakae,Naka-ku, Nagoya 460-8535, Japan
TEL	+81 52 231 6185
URL	http://www.ryl.co.jp
Founded in	May. 1, 1972
Incorporated in	Feb.19, 1973
Paid-in Capital	100,000,000 Yen
Fiscal Period	Aug.31
Number of employees	579
CEO(President)	Tomohiro Nakane
Executive Officers	
-Directors	Takashi Okada Hideshige Nakane Hiroyuki Yamada
-Auditor	Haruo Tanaka



WHOLESALE

We will support the distribution market for stores, online stores, and wholesalers nationwide.



RETAIL

An import specialty store where you can find popular fashion brands at reasonable prices that only direct imports can offer.



SERVICE PROVIDER

We provide flexible logistics service that meets customer's individual situation by utilizing our know-how of logistics operations cultivated through our own distribution business.





WHOLESALE

We will propose original brands and import brands to department stores, specialty stores, general merchandise stores(GMS), DIY store, restaurants, etc. nationwide by adding our know-how based on global trend information.



OFFICE

From Hokkaido in the north to Kyushu and Okinawa in the south, we support our customers through our sales network nationwide.

We grasp consumer's needs accurately through development of antenna stores.

SAPPORO OFFICE

Kaoru BLDG.201,2-1-5,Kita Juhachijo-Nishi,
Kita-ku,Sapporo 001-0018,Hokkaido
TEL : 011-700-6180

NAGOYA HQ /OFFICE

Central BLDG.3F,2-11-30,Sakae,
Naka-ku,Nagoya 460-8535, Aichi
TEL : 052-231-6180

TOKYO OFFICE

〒103-0011
Seisho Nihonbashi BLDG.5F,12-2,Odenma-cho,
Nihonbashi,Chuo-ku 103-0011,Tokyo
TEL : 03-3669-1458

FUKUOKA OFFICE

Sankyo Fukuoka BLDG.8F-8C,2-9-11,Hakata-Eki Minami,
Hakata-ku,Fukuoka 812-0016,Fukuoka
TEL : 092-413-6180

OSAKA OFFICE

Oriental Sakai Suji BLDG.6F,1-21-19,
Shimanouchi,Chuo-ku,Osaka 542-008,Osaka
TEL : 06-7663-6183

OUR BUSINESS

PRODUCT DEVELOPMENT & MANUFACTURING

PRODUCT DESIGN & DEVELOPMENT

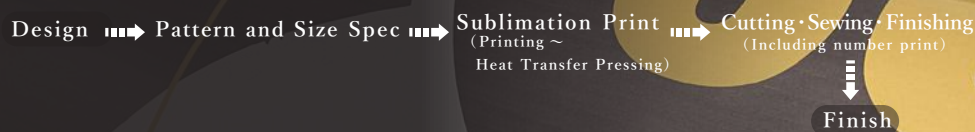
Shoes / Apparel / Mask / Fashion goods / Electric devices etc...
we design and develop various kinds of products.

NON-WOVEN MASK PRODUCTION
(MADE IN JAPAN)

We manufacture safe and reliable
non-woven masks of Japanese quality
at our own factory (Fujiwara, Mie).

TEAM ORDER UNIFORM
PRODUCTION (PRINTING)

GAViC Factory (Fujiwara, Mie)



Z-CRAFT



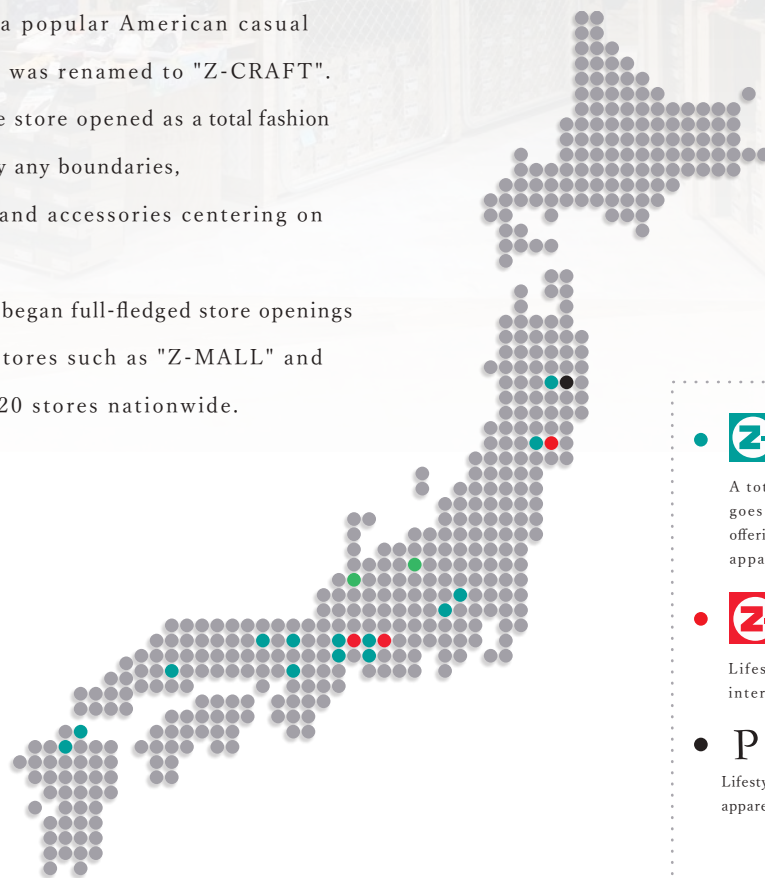
RETAIL

"Z-CRAFT", a speciality store that has continued to seek the freshest and most carefully selected products.

In 1994, "THE ROYAL", a popular American casual fashion store at the time, was renamed to "Z-CRAFT".

"Z-CRAFT" Nagoya Sakae store opened as a total fashion store that was not bound by any boundaries, handling shoes, apparel, and accessories centering on casual and sports lines.

Since 2010's, the company began full-fledged store openings nationwide, adding new stores such as "Z-MALL" and "PICCHU" to more than 20 stores nationwide.



| Hokuriku |

PEACEPARK Favore Toyama

PEACEPARK AEON MALL Hakusan

| Kansai |

Z-CRAFT AEON MALL Sakai Hanada

Z-CRAFT AEON MALL Itami Koya

Z-CRAFT BRANCH Kobe Gakuen-toshi

| Chugoku |

Z-CRAFT AEON MALL Okayama

| Kyushu |

Z-CRAFT SAINTcity Kokura

Z-CRAFT/Z-MALL AEON MALL

Yahata-higashi

| Tohoku |

Z-CRAFT AEON MALL Morioka-minami

PICCHU AEON MALL Morioka-minami

Z-CRAFT AEON MALL Natori

Z-MALL AEON MALL Natori

| Kanto |

Z-CRAFT AEON Laketown(mori)

Z-CRAFT ARIAKE GARDEN

| Tokai |

Z-CRAFT AEON MALL Kagamihara

Z-CRAFT AEON MALL Odaka

Z-CRAFT Nagoya Sakae

Z-CRAFT AEON MALL Okazaki

Z-MALL AEON MALL Okazaki

Z-CRAFT AEON MALL Nagoya Dome-mae

Z-CRAFT/Z-MALL Noritake Nagoya

● Z-CRAFT

A total fashion store that goes beyond the boundaries, offering casual and sports shoes, apparel, accessories, etc.

● Z-MALL

Lifestyle store focusing on interior and kitchen goods.

● PICCHU

Lifestyle store offering women's apparel, sundries and shoes

● PEACE PARK

Specialty store with highly sensitive fashion brand items such as apparel, shoes, and accessories etc.

OUR BUSINESS

ONLINE STORE

High reputation and achievements accumulated in online store business

Online Store business was launched in 1997, drawing on the experience gained in the retail industry.

"Z-CRAFT" mainly sells shoes, apparel, and fashion goods, "Z-MALL" mainly sells interior goods, "Z-SPORTS" mainly sells sports goods, and "Kutsukore" is a specialty store for shoes.

We have developed our Internet shopping business through major malls such as Rakuten and Yahoo! Shopping, as well as through our own website, and we have received high evaluations and achievements from our customers.





AWARDS |

- ◆ Z-CRAFT Rakuten store
 - Shop Of the Year(SOY) Award for 10 consecutive years (2005 ~ 2014)
 - Shop Of the Year(SOY) Award 2018 -8th (All genre)
 - Shop Of the Year(SOY) Award 2020 -Shoes Grand Prix
 - and many more...
- ◆ Z-CRAFT Yahoo!Shopping store
 - Yearly Best Store Award 2017, 2018, 2021 - 1st (Shoes)
 - and many more...
- ◆ Z-SPORTS PayPay mall store
 - Yearly Best Store Award 2021 - 2nd (Shoes)
- ◆ Z-MALL Rakuten store
 - Shop Of the Year(SOY)-Kitchenware genre Award 2019
 - and many more...
- ◆ Z-CRAFT auPAY Market store
 - Best Shop Award 2017 ~ 2021 Shoes category Grand Prix
 - 2019 ~ 2021 All Genre Award
- ◆ Z-CRAFT Qoo10
 - Seller Award 2020 ~ 2021
- ◆ Kutsu-Kore Rakuten Store
 - Shop Of the Year(SOY) Award 2021 -Shoes Award

OUR BUSINESS

LOGISTICS & MANUFACTURING



WEST BASE

NEW

Royal West Base(Okayama)
(To be in operation by the end of 2022)

Base mainly for

Logistics processing Service(3PL)

In-house logistics warehouse, etc.

Site area: 81,000m²

Gross floor area: 57,000m²

1360 Higashi-Heijima, Higashi-ku,
Okayama City 709-0893, Okayama



CENTRAL BASE

Royal Central Base (Fujiwara,Mie)

In-house logistics warehouse
(including EC logistics)

Uniform manufacturing and processing

Non-woven mask manufacturing

Site area: 33,000m²

Gross floor area: 20,000m²

8-1 Fujigaoka, Fujiwara-cho,
Inabe 511-0508, Mie



Kuwana Logistics(Mie)

Logistics processing Service(3PL)

(Frozen and refrigerated warehouse available)

Site area: 36,200m²

Gross floor area: 21,500m²

2000 Mizono,Tado-cho,
Kuwana 511-0118,Mie

S

LOGISTIC SERVICES (3PL)

We provide logistics services (3PL) that flexibly meet the various needs of our customers by utilizing our expertise in logistics operations cultivated through our own operations, with a focus on Internet shopping (EC) business.

| Wholesale Logistics processing/ e-Commerce Logistics |

We provide EC logistics and wholesale logistics services from Mie, in the "heart" of Japan, and also have opened "Royal West Base (Okayama)" as our new west-Japan base.

We have a dedicated system engineer(SE) at the logistics site for system integration, which is a key element of logistics outsourcing. We develop our customers' system integration, and provide flexible support tailored to each customers' individual circumstances.

In addition, we have an environment that can respond to diverse logistics needs with our lean facilities and experience, and we constantly strive to achieve "thorough low-cost operations" and "24 hours a day, 365 days a year".



| New distribution base opened in Okayama |

In the spring of 2022, we newly open "Royal West Base" as a base mainly for logistics function on a large site of approximately 80,000 m2 in Okayama City.

(Scheduled to be in operation by the end of 2022)

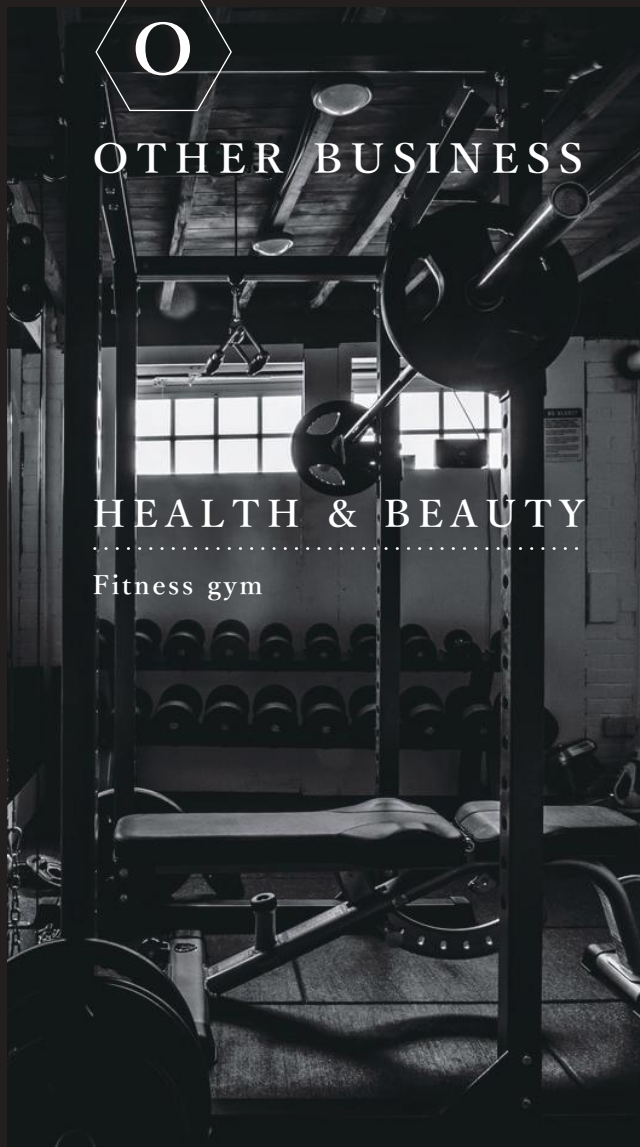
We aim to expand our logistics services to support the logistics operations of our customers, mainly in Chugoku and Shikoku regions in Japan.



OTHER BUSINESS

HEALTH & BEAUTY

Fitness gym



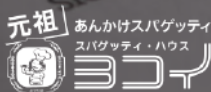
PERSONAL BEAUTY SALON
ANLIETTE

Esthetic Salon
Anliette(Nagoya Sakae)

LICENSING

We are engaged in licensing business that includes discovering and introducing new brands from overseas, by utilizing our own know-how.

We are also proposing new projects in collaboration with outside companies.



ché-cciano
Chef M.Okuda

WEB MEDIA

We are engaged in Owned media management, and web development, etc.



<https://shoes-box.net/>

RETAIL CONSULTING

We provide retail consulting services for retailers, utilizing our business know-how and product capabilities gained from our own retail operations.

— Case study —

We provide a series of sales solutions for a department store in regional city, from the actual sales floor creation to the product assortment (using loyal products) as new measures to attract customers.

LEASING

Royal Building (Sakae, Nagoya)

OVERSEAS BUSINESS

GAViC STORE (CHINA) | Guanzhou • Hanzhou

SOCCER SCHOOL

GAViC Soccer School in Ichihara City, Chiba.
We also conducts traveling soccer coaching.
(JFA certified coaches (Class S/C) are enrolled)

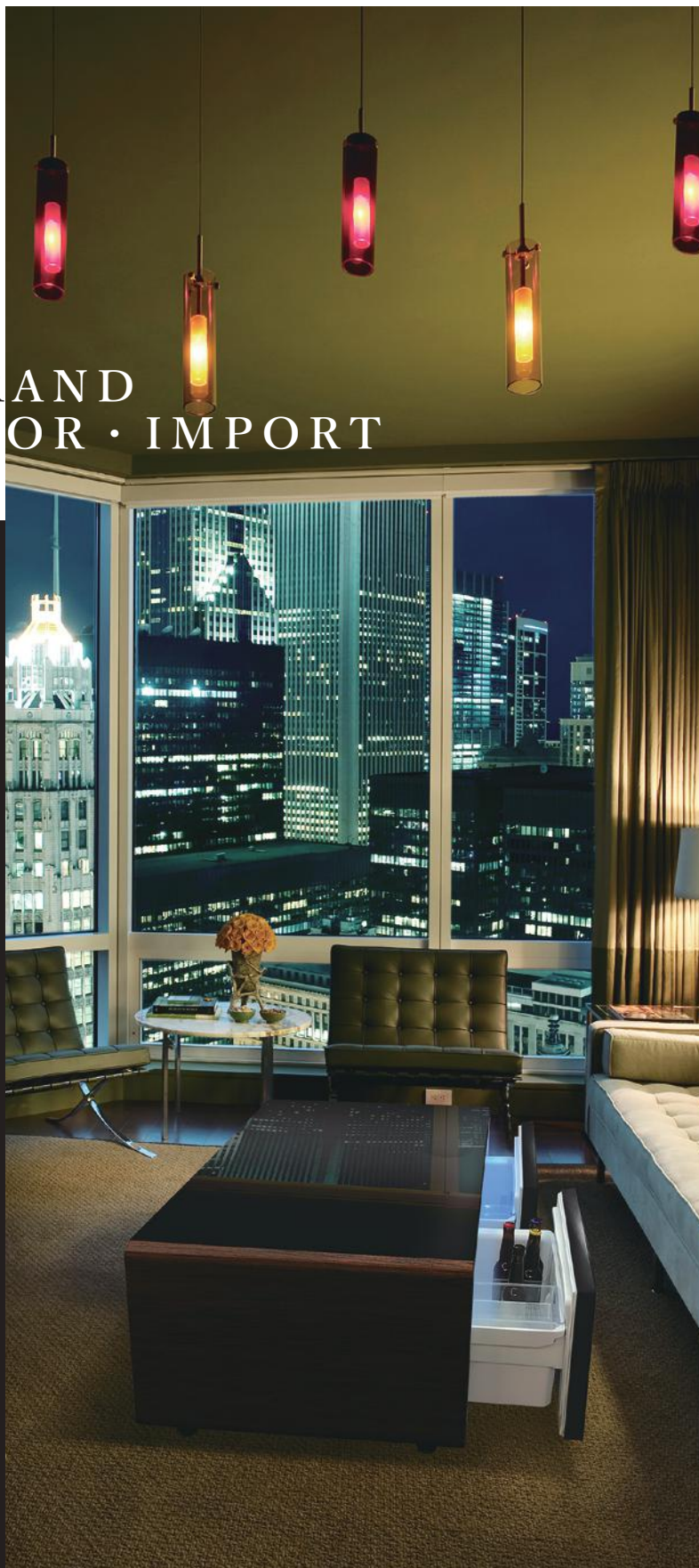
ORIGINAL BRAND / DISTRIBUTOR · IMPORT

Royal, as an "exclusive overseas brand distributor," proactively responds to diverse consumer needs through discovering and providing truly good brands.

We combine import and license strategies based on securing a stable trademarks, and develop brand businesses in all aspects of lifestyle, focusing on sports & casual brand products, utilizing our solid quality selection, information gathering, and marketing capabilities.



ORIGINAL BRAND



Smart Table



“Smart Lifestyle with Technology”

Technological advances have changed the role of home appliances in our homes in recent years. LOOZER revolutionizes our lifestyle and our lives.

FOOTWEAR

BCR BIURA *MiLady* *Evatos* efty. 



SPORTS & OUTDOOR



GAIN VICTORY
GAViC
CULTURE OF NIPPON





SANITERY



TOYS



2

BRAND DISTRIBUTOR

smacircle™
e-Bike



CheetahTALK
Translation Device



DESIGN AWARD 2019
iF Design Award 2019 受賞



3

IMPORTED BRANDS

KITCHENWARE



BABY GOODS



INTERIOR GOODS



本物だけを世界から

Z-CRAFT

ゼットクラフト楽天市場店

TOP

MENS

6 HISTORY

ブランドから探す

アイテム

Z - CRAFT

SELECT SHOES AND CLOTHES

ボディバッグ

BODY BAG

【ボディバッグ】

コンパクトなバッグで出

Sneaker boom

Enter Soccer business

Japan-Korea World Cup
Sale of Licensed products

Z-CRAFT
Rakuten Store
Open

Logistics Ingetration
to Fujiwara, Mie

Z-CRAFT
1st Store Open

Royal USA
Incorporated

Royal Corp.Founded

1972- 1983

Pioneer of Parallel import

Expansion of
Brand distribution
Original Brands

Parallel import
approved in Japan

Plaza Accord

American casual
(Fashion) Boom

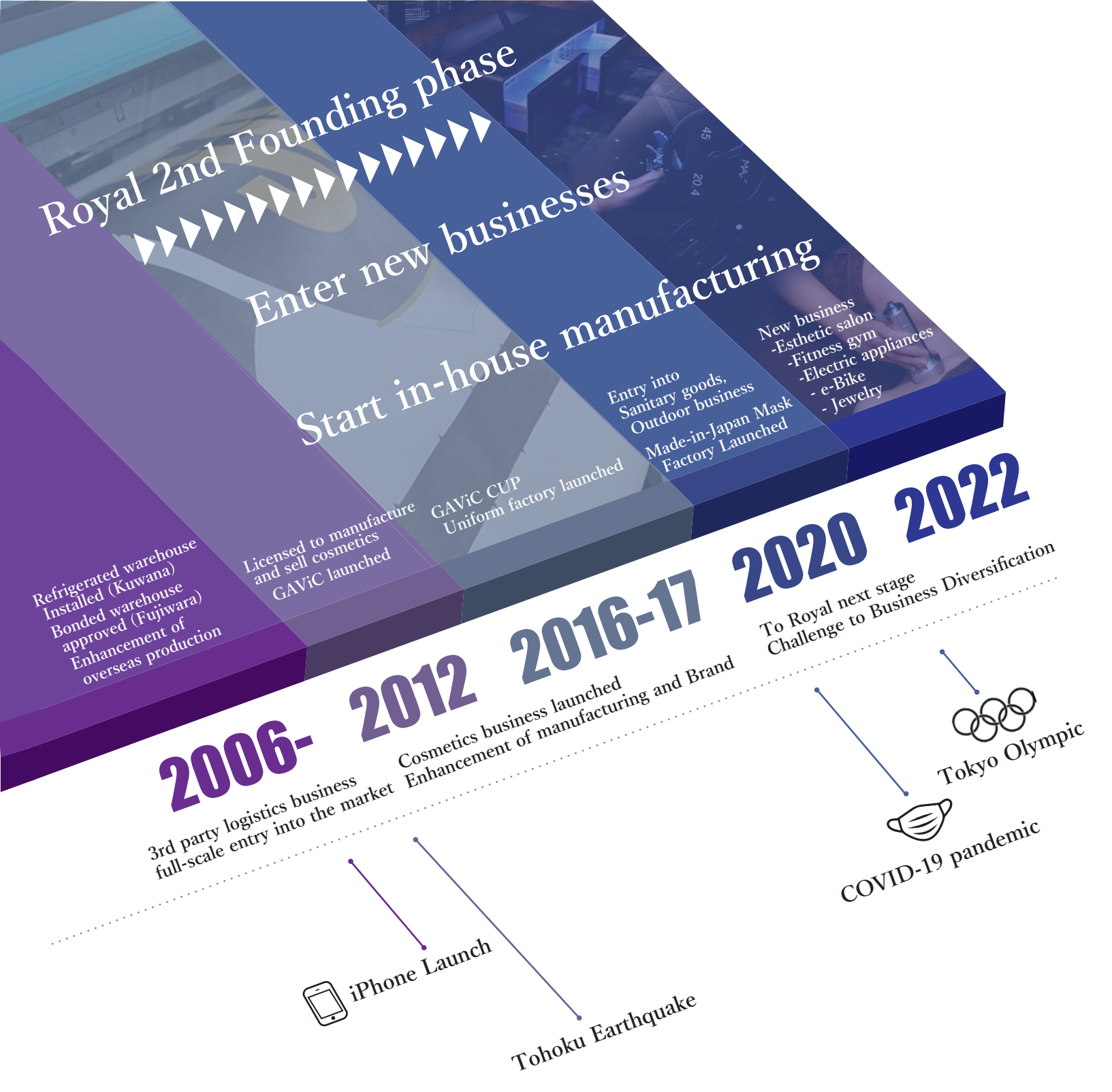
High-Tech Sneaker Boom

Expansion of Business Performance
Strengthen Logistics Function

Entry into
e-commerce Business

Internet Dawn





7 SUSTAINABILITY(SDGs)



SUSTAINABILITY(SDGs)

— Making the world a better place through our business —

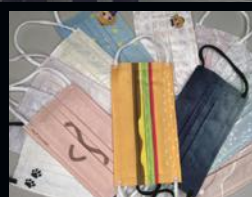


**Develop Human resource
to resolve regional issue**

**"Mask Project" - Industry-Academia collaboration.
(with Nakaminato High School /Hitachinaka-city)**

We collaborated with students of Nakaminato High School (Ibaraki pref.) on the "Mask Project," a project from planning to sales of our 1DAY Mask, a non-woven fabric mask. From the masks actually designed by the students, thirteen patterns were finally selected and commercialized. The masks are sold at Z-CRAFT and at local shopping malls. Through a series of business activities, the students learn a lot and become aware of importance of contributing to the local community. (In operation since 2021)

※We donate a portion of it sales from the mask project to Hitachinaka Chamber of Commerce and Industry



**Human Development
through sports**

GAViC Soccer Academy (Ichihara Spo-rec)



**Envornmental Consideration
in production.(GAViC)**

We are the first in the industry to use number and logo transfer sheets that can reduce CO² emissions during incineration by approx.60%.



※"Green Nano" is a new technology developed by Prof. Masahiko Abe(Tokyo Science Univ.) , and Activ Inc.(venture company from Tokyo Science Univ.).



**Close to Nature,
Care for fellows**

**"peace park" (outdoor) - Environmentally conscious
activities with Nagoya YMCA.**

As part of the activities of our outdoor brand "peace park", we participate in outdoor activities at the Nagoya YMCA, where we learn about importance of nature and compassion, while developing eco-friendly products.



8 “ROYAL” CULTURE

WORK + FUN

We actively engage in recreational activities such as sports and outdoor activities, using our products and incorporate the element of "fun" into our work.

SPORTS EVENT



OUTDOOR EVENT

WELFARE

- EXIV resort - Lake Biwako
- Tokyo Baycourt Club



COMPANY RETREAT

| Taiwan

9 OVERSEAS OFFICES



We have production sites in major areas of Asia.

In China, we also have function partly as a sales channel.

- China (Guanzhou, Jinjiang)
- Bangladesh (Dakka)
- Vietnam (Ho Chi Minh)



www.ryl.co.jp