



VALUE CREATING COMPANY



JFE Shoji Corporation

IRON INFINITY

We are the core trading house of JFE Group and pursue new values raised by steels.

There are various kinds of steels in our life & society. And those steels are sustaining various industries.

We, JFE Shoji Corporation, are the core trading house of JFE Group.

And this group has JFE Steel that is one of the prestigious steel makers in the world. Based on that, we are responding to a variety of customer's needs by our solid supply chain which covers from the fields of procurement for raw materials to the ones of trading & processing for steel products.

It is the duty for us to convey the convenience, comfort and wealth to the society.

We keep our effort to create new values raised from Iron Infinity.



Contributing to the society through our steel business.

We are existing various scene in your life & society.

JFE Shoji Corporation is providing much kinds of products from steel, raw materials, electric materials to foods, enhancing our business ability every time. We exist very near places of you, such as your town, works, office and so on.





Top Message.

President and CEO

小林 俊文

Toshinori Kobayashi

New JFE Shoji is just starting.

Management philosophy

- ▶ We will strive for sound, highly transparent corporate management through thorough corporate governance.
- ▶ We will ensure a broadminded, open corporate culture, with individual employees' creativity as its foundation.
- ▶ Striving to be a corporate group whose inherent worth is clear to society and the market, we will at the same time seek to maximize our group's corporate value.

JFE Shoji Corporation, which is the core trading company of JFE Group, handles domestic trades and exports/imports of steel products, raw materials for steel, non-ferrous metals, chemical products, fuel, machinery, ships, which are the core business of the Group. Our activity stages and network have been expanding throughout the world with the main focus on Asia and North America.

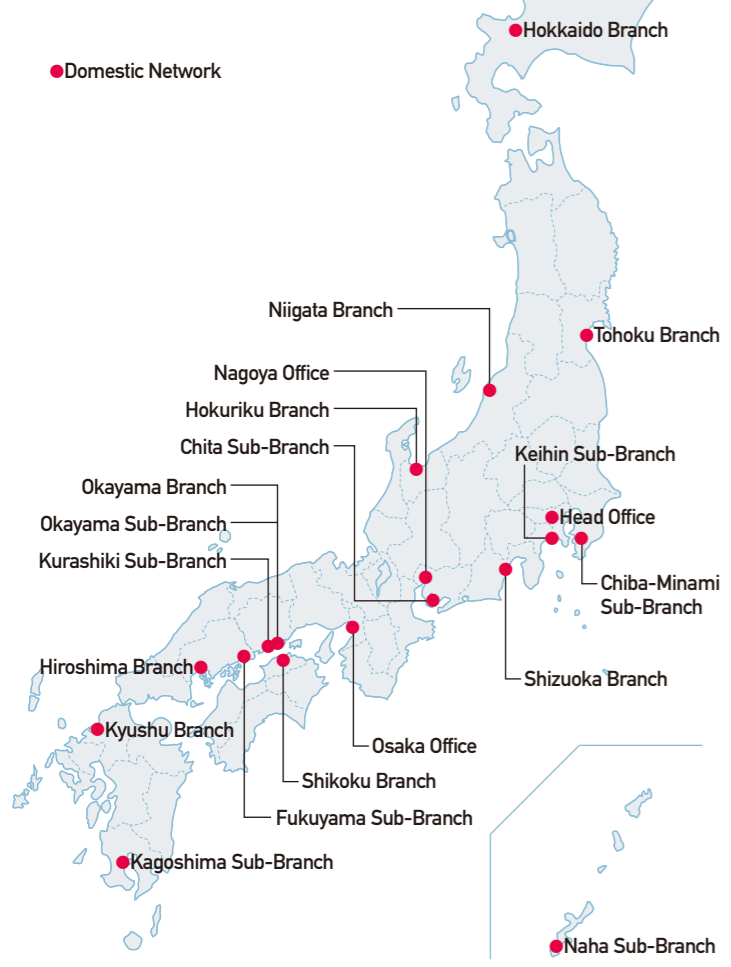
Going forward, we intend to utilize our domestic and overseas network, and to further maintain and facilitate our management vision—as shown on page 5 and in

the action guidelines—under the awareness that the role we must play will change and expand in concurrence with drastic changes in the economic environment and international situation. All of us remain dedicated to earning our stakeholders' trust and fulfilling their expectations through our business activities, and to ensuring that we maintain a clear presence in our communities and market.

Management Vision

Increasing our abilities to offer proposals and convey information as the JFE Group's core trading company, we will seek to grow sustainably with our customers to be a company with a strong market presence.

Our domestic network for steels products sustains this country.



We provide steel products, which are the top level in the world, by our aggressive activity & strong relations with our customers.

It is our important role for our domestic steel business to strengthen the relations between our customers and JFE Steel, which is one of the top level steel companies in the world. We are providing high-end steel products in accordance with our customer's requirements by not only constructing trade scheme which links deeply with JFE Steel's production situation but also utilizing functions of more than twenty steel processing centers all over Japan.

For instance, one processing center is strengthening blanking operations to respond to needs of automakers and automotive parts manufacturers. Other is undertaking processing thick steel sheets for shipbuilding, which range from primary processing to block fabrication. Enhancing these functions and utilizing total abilities of JFE Shoji Group, we are fulfilling various customer's needs.

In the fields of the building materials and the steel pipe, a rigorous approach to achieve a direct trading with customers is taken through local-based and close relationship with them. We have achieved to construct our group's sales organization for each product, such as building materials, steel pipes, thin steel sheets and are enhancing our specialty & services for customers. In addition, we are promoting innovative reinforced earth technology called Terre Armee and have already had a lot of construction records of this all over Japan.

We will give a polish to our wisdom & services to respond to our customer's needs by our network which rooted each region in Japan. And we will contribute to Japanese steel market by providing high quality & high end products.



① Big Crane of JFE Shoji Zosen Kako Corporation (Onomichi City, Hiroshima Prefecture) ② The Through Processing for vessel's blocks at JFE Shoji Zosen Kako Corporation ③ Processing of square steel pipes called "Columns" at Yashimanada Corporation ④ Processing of tinplates & container sheets for can products at Nagano Can Corporation ⑤ Terre Armee (Construction site : Ube City, Yamaguchi Prefecture)





We play the role of the bridge between our customers and global markets through our bases all over the world.

● Steel Processing Center
● World Network

We promise to provide same qualities & services, which we supply for the domestic market.

We are responding to our customer's developing & diversifying needs, synchronizing with JFE Steel's global strategy. We have more than 30 bases, such as Europe, America and Asia. Utilizing these bases, we have achieved our stable supply scheme for various products and are capturing latest information related with steel industries of each region in the world. Moreover we convey these kinds of precious information to our customers without losing time. And we are aggressively approaching to promising markets like East-South Asia, Middle East, and Africa.

Currently we are operating steel processing centers in each country & region throughout the world. These centers are the core to supply processing products of electrical, automotive, stainless steel sheets, in accordance with our customer's requirements, utilizing high quality management operation. And as of December, 2014, JFE Shoji Group acquired Kelly Pipe with more than 100 years' experience & well established sales network throughout the U.S. Utilizing their strengths, we will raise synergy effect in various fields and develop new business.

We are expanding our network for overseas steel business and are diversifying our global business by unifying functions of our bases and group companies.

① Steel Alliance Service Center Co., Ltd. in Thailand, which mainly serves the automotive industries ② Stocking Yard for various steel pipes at Kelly Pipe Co., LLC

RAW MATERIALS

We explore, develop
and supply various raw materials.



We commence stable supply for raw materials
by developing our own resources.

Securing raw materials such as iron ore & coal is the most important mission for us to promote stable supply for steel products and enhance our competitiveness. So we are promoting further import of raw materials and are participating in resource development projects in the world. Mainly, we are securing much of coals every year. Through the acquirement of rights & interests for development projects, we provide stable supply to JFE Steel. Regarding iron ore, we are importing from Australia, Brazil, India and other countries and are facilitating securing more competitive supplier all over the world.

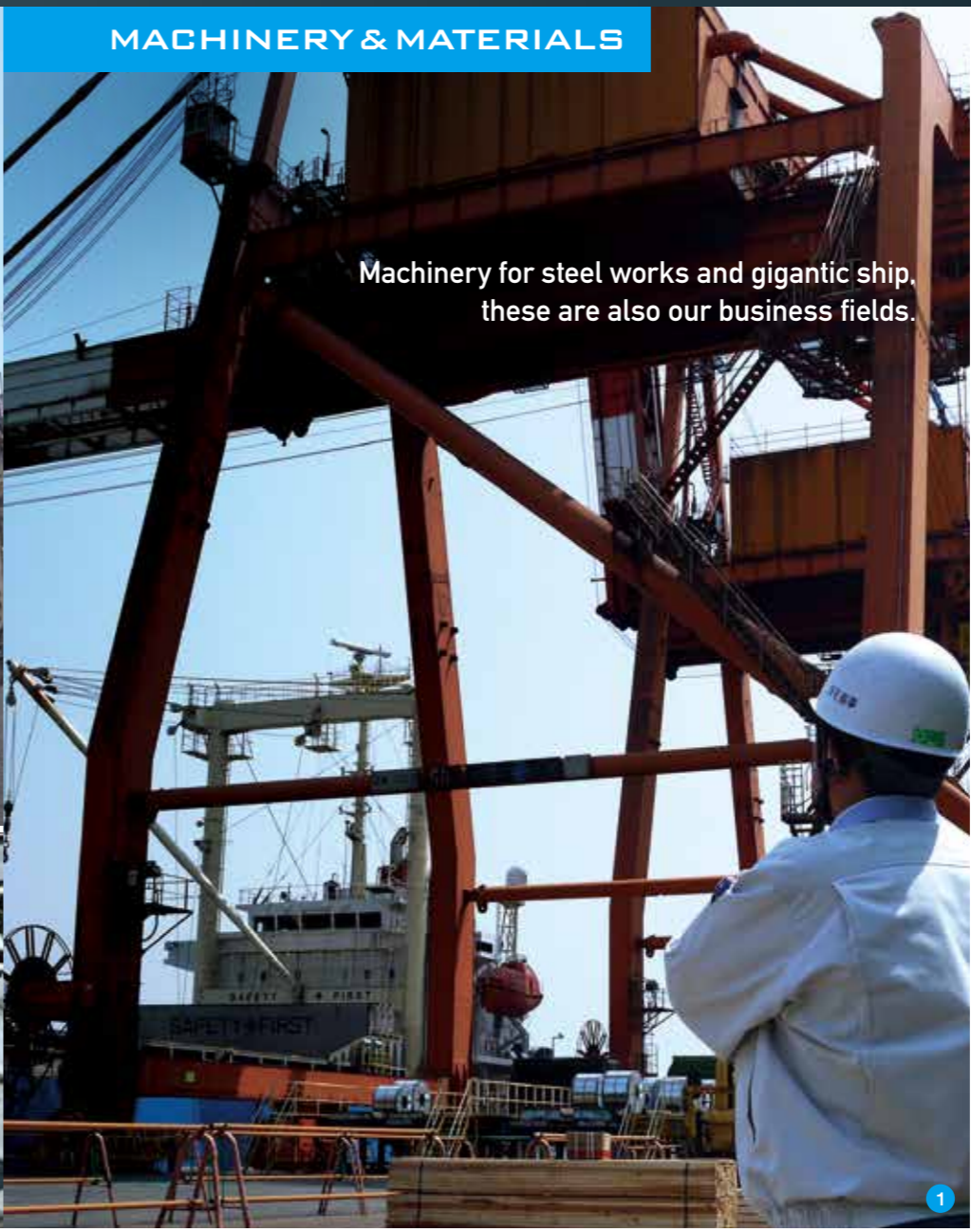
While the ferrous alloy business has been heavily dependent on China, we are expanding import from other countries and are participating in the production project in Southeast Asia whose cost of electric power are competitive. In addition, we are expanding sales of processed ferrous materials such as steel scrap, pig iron and reduced iron by promoting not only exporting but also tripartite trades. And we have our own business model for coking coal through the establishment of yards and size separating facilities all over Japan.

Our business of raw materials will enlarge to various fields.

①Coke yards & size separating facilities at JFE Steel West Works, Kurashiki Area
②Ferro Silicon producing projects which we are taking part in Malaysia

MACHINERY & MATERIALS

Machinery for steel works and gigantic ship,
these are also our business fields.



We provide machinery and materials required by customers,
utilizing global network and accumulated experience.

Through the construction & reinforcement of steel works, we have been enhancing our ability for sales and procurements of machinery & materials to our customers, mainly JFE Steel. Utilizing our experience & network, we are also enlarging our global business for these fields. Regarding machinery field, we are capturing required needs through our organization rooted into each JFE Steel's works. And we provide JFE Group's companies with good service, cooperating with our suppliers. Base on that, we are contributing to stable operation and cost reduction for JFE Group. And, in recent years, we have been focusing on the expansion of export sales and construction projects for steel production facilities in foreign countries, utilizing our accumulated know-how in Japan.

Regarding ship business, we act as an intermediary in ship chartering and conduct sales of not only newly built vessel but also second-hand ones. In addition, our fields extend to the marine transportation business, in which we own a fleet of charter ships. We are expanding our business fields for machinery & materials in the global market more and more, and are contributing to the global strategy of JFE Group.

①JFE Steel East Works, Chiba Area
②JFE Steel West Works, Kurashiki Area

CHEMICALS & FUELS

New value raised by steel business will be expanded to the world and the future.



One of the promising fields, which develop new areas and support steel business.

Our business in the fields of chemicals and fuels has been expanding in close connection with the needs of steel works. It began with the handling of coal chemical products like coke oven gas, tar pitch. And we are developing other fields for our materials. In recent years, we are developing new markets and are promoting sales of niche materials such as Iron Oxide to global markets, utilizing our whole group's ability & network. And we supply fuel and lubricating oils to container ships as well as JFE Steel's cargo vessels. Moreover, we are promoting sales & procurements for industrial materials such as non-ferrous metal products, raw materials for plastics. In addition, we are facilitating the import of Palm Kernal Shells "PKS" from Indonesia and Malaysia to Japanese customers, who are operating biomass energies power stations.

Business for chemicals & fuels will be the promising field to support our steel business and convey value which is raised from steel production to the world.

- ① Palm Kernal Shell as fuels of biomass energies imported from Malaysia
- ② Ferrite core and raw materials used in electronic parts
- ③ Plastic raw material pellets

FOODS



We convey attractive tastes by our own sales channels to the markets of not only developed but also developing countries, such as Middle East & West Africa.

Our subsidiary company, Kawasho Foods, is handling various foods, such as well-known Nozaki's brand corned beef, other canned foods and drinks. Especially, GEISHA brand canned foods are very famous and popular among peoples even in West Africa. And GEISHA brand penetrates into this region and every generation from children to old people are enjoying tastes of this brand. Food business is one of the most important fields for our group and we will strengthen this field more and more. Kasho Foods will convey attractive tastes to the world through expanding sales and enhancing the ability for procurements, processing and sales structures.

- ① Nozaki's corned beef
- ② GEISHA brand canned foods sold in Ghana's markets
- ③ Beer taste drink "Prime Draft" imported from South Korea
- ④ Various GEISHA brand sold all over the worlds

ELECTRONICS



Our group conveys original values with technical knowledge.

In massively changing electronics industry, our subsidiary company, JFE Shoji Electronics is responding to all customer's needs by dealing in distinctive and quality products on a global scale, such as semiconductor devices, surface mount technology, industrial cleaning equipments, spanning instruments and analytical equipments.

JFE Shoji Electronics is offering good proposal along with sophisticated technical supports.

- ① GLOBAL FOUNDRIES Products
- ② Equipments related Surface Mount Technology

As a responsible corporate citizen,
we keep our effort to preserve the global environment
and contribute to the society.

To preserve the global environment and promote the development of a recycling-oriented society,
we have acquired ISO 14001 Environmental Management System Certification.

We will take part in the social contribution activities furthermore and specify our existing value in the society and market.

Environmental policies of JFE Shoji Group

Basic Principle

We will identify environmental problems as critical issues shared
by people everywhere and make our effort to preserve the global environment,
contributing to the society as a responsible corporate citizen.

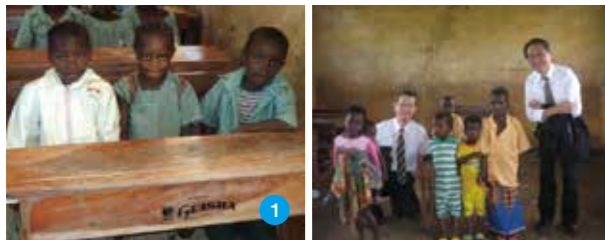
Please refer to our home page to have more details of our environmental policies.

Social Activity Program of JFE Shoji Group

Donation of desks and chairs for elementary school in Ghana & Nigeria.

We donated desks, chairs, soccer balls and canned foods to elementary
schools of Ghana & Nigeria as the 100th anniversary of Kawasho Foods
Corporation's GEISHA brand.

Our Group keeps our social contribution activities in West Africa where
GEISHA brand are recognized as its food culture.



- ① Children who study at desks marked JFE & GEISHA logos
- ② Donation for GEISHA brand canned foods which are very popular among all generation in West Africa

Voluntary participation

We took part in voluntary activities to support disaster-stricken areas in
Tohoku region such as Oshika Town, Minamisanriku Town in Miyagi
Prefecture and engaged in various works to contribute to each area.
In addition, we are participating in various voluntary activities such as
cleaning for the riverside of Arakawa river with other trading houses,
and are contributing coins of various countries, which our employees
bring back from overseas through their business trip, to the
organization related with UNICEF.



- ① Volunteer activity in Minami Sanriku town
- ② Transportation for support goods like foods, clothes, fuels from Tokyo head office to stricken area in Tohoku region just after earthquake & tsunami



We continue to develop ourselves
with the spirits of Iron Infinity.

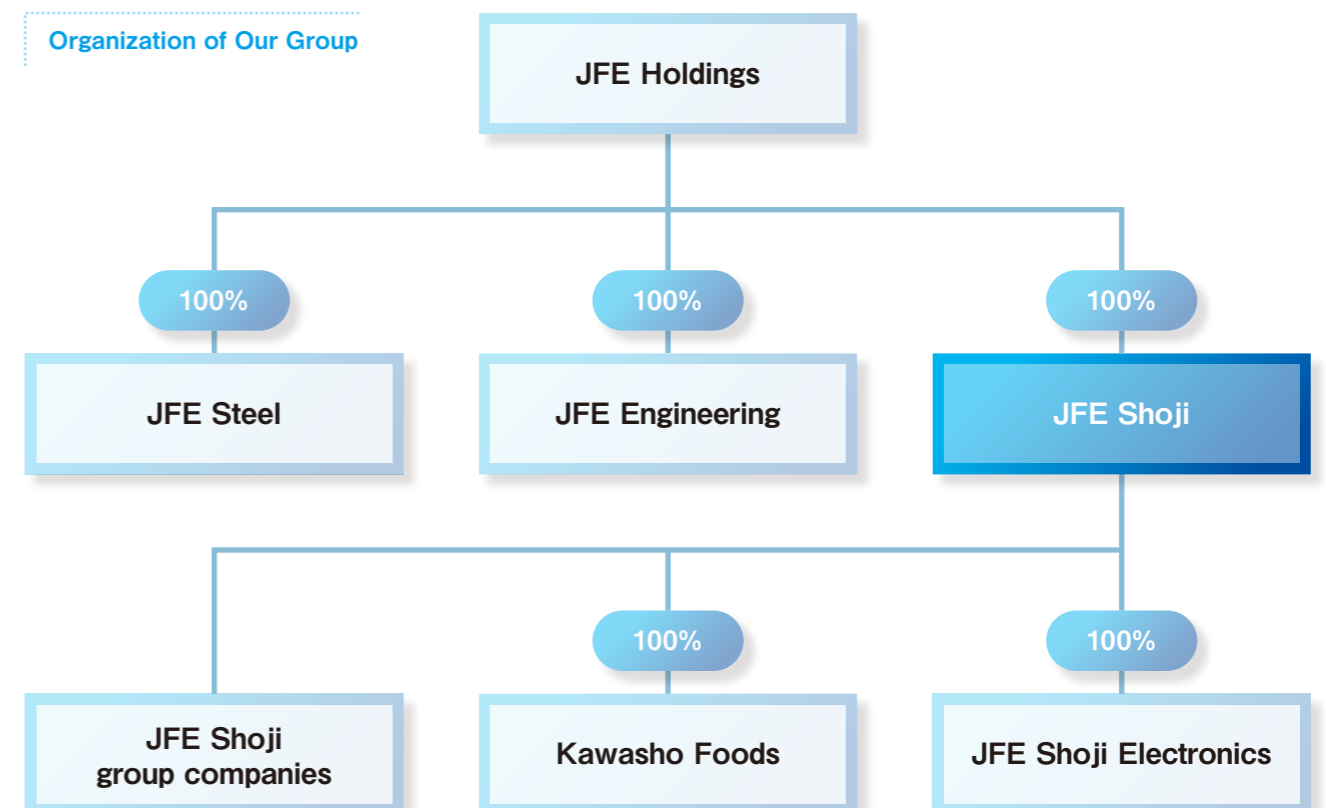
We are going forward to convey various values raised by steel to the society and our customers,
utilizing our operation & organization.

As the core trading house for JFE Group,

we will keep our effort to strengthen whole supply chain management of the Group.

We will advance to the future with the spirits of Iron Infinity.

Organization of Our Group



Head Office



JFE Shoji Building
(Group companies of JFE Shoji Group around Tokyo is placing their head office)



<http://www.jfe-shoji.co.jp/english/>

JFE Shoji Corporation



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