



# Corporate Profile 2023



[www.makita.biz](http://www.makita.biz)



## Live Green & Grow Strong

Makita Corporation

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# Pursuing a “Strong Company” by Evolving Makita into a Supplier of a Comprehensive Range of Cordless Products

Since Makita’s founding in 1915, the Company has been devoted to providing products and services desired by its customers while upholding a hands-on approach to management. This tradition has remained unchanged all through the past 108 years. Looking back at the history of Makita, I understand that the Company could not have expanded its business to the present level without the support and cooperation from its customers, business partners, and other stakeholders around the world.

Currently, Makita is focusing on making its products cordless/engine-less by utilizing its proprietary recharge-control and motor technologies, and is working to evolve into a supplier of a comprehensive range of cordless products, including not only power tools but also outdoor power equipment (OPE), cleaning equipment, and outdoor products. Our strength lies in our worldwide sales and service network, and we have established a system to ensure prompt and stable distribution and repair services.

We will continuously work to solve social issues, including environmental problems and labor shortages, and contribute to the improvement of our customers' work environment and work efficiency, as well as the realization of a sustainable, decarbonized society.

We will continue to take on a variety of new challenges so that we will be able to sustain our business under any kind of business environment. We aim to realize our long-term goal of becoming a "Strong Company" based on our core principles of "Makita strives to exist in harmony with society," "Makita values its customers," "Makita is managed in a consistent and proactive manner" and "Valuing a stalwart corporate culture, Makita encourages each individual to perform to his or her highest level."

President, Representative Director **Munetoshi Goto**



## Long-term Target

### Strong Company

Makita has set itself the goal of contributing to the creation of sustainable society and consolidating a strong position in the industry worldwide as a global supplier of a comprehensive range of tools for creating comfortable homes and living environments, including cordless power tools, battery-operated outdoor power equipment and pneumatic tools.

### Management Policy / Quality Policy

1. Makita strives to exist in harmony with society (a company that observes laws and regulations, acts ethically and never allows intervention of the anti-social organizations).
2. Makita values its customers (a market-driven company).
3. Makita is managed in a consistent and proactive manner (a company that strives to exist in perpetuity by adhering to a sound profit structure).
4. Valuing a stalwart corporate culture, Makita encourages each individual to perform to his or her highest level (a happy company).

<p><b>1915</b> <b>Founded Makita Electric Works</b></p> <p>Began selling and repairing lighting equipment, motors, and transformers as a sole proprietorship in Nagoya City.</p> 	<p><b>1958</b> <b>Transformed into a power tool manufacturer</b></p> <p>Took on the major challenge of developing original products. Launched portable electric planer (1000), first of its kind produced in Japan, and began our journey as a power tool manufacturer.</p> 	<p><b>1969</b> <b>The birth of battery-powered tools</b></p> <p>Launched a battery-powered drill (6500D), our first cordless power tool.</p> 	<p><b>1978</b> <b>Launched our first nickel cadmium battery tool</b></p> <p>Launched a 10mm rechargeable drill (6010D) using nickel cadmium batteries, and took the opportunity for rapid expansion into the cordless tool market.</p> 	<p><b>1991</b> <b>Redesigned the corporate image</b></p> <p>Changed the trade name to Makita Corporation and redesigned the symbol mark and corporate logo in the aim of creating a new Makita.</p> 	<p><b>1997</b> <b>Launched the world's first product using a nickel hydride battery</b></p> <p>Launched our first nickel hydride battery tool (6213D), a 12V rechargeable driver-drill.</p> 	<p><b>2015</b> <b>Celebrated the 100-year anniversary of our founding</b></p> <p>Renewed our heartfelt determination for Makita to continue for the next century.</p> 	<p><b>2019</b> <b>Launched the Li-ion 40Vmax series</b></p> <p>Launched a series of cordless tools with higher power, longer lifespans, and higher durability than conventional cordless versions. Continued to further technological innovation by outfitting systems to optimize charging/discharging.</p> 
<p><b>1938</b> <b>Incorporated as Makita Electric Works, Inc.</b></p> <p>Incorporated the proprietorship and established Makita Electric Works, Inc.</p>	<p><b>1962</b> <b>Name change and public offering</b></p> <p>Changed the trade name to Makita Electric Works, Ltd., went public, and listed the company in the 2nd Section of the Nagoya Stock Exchange.</p> 	<p><b>1970</b> <b>The first step toward a global strategy</b></p> <p>Established Makita U.S.A. Inc. in the United States, our first overseas subsidiary. Thereafter, continued to grow Makita into a global company by expanding into France, the United Kingdom, Australia, and beyond.</p> 	<p><b>1985</b> <b>Began full-scale, on-site manufacturing at an overseas subsidiary for the first time</b></p> <p>In 1984, Established a subsidiary manufacturing company (Makita Corporation of America) in the United States and began full-scale, on-site manufacturing overseas since 1985.</p> 	<p><b>1993</b> <b>Further striving to be a global corporation</b></p> <p>In 1993, Established Makita (China) Co., Ltd. in China and began manufacturing since 1995. This company would later serve as our core manufacturing base.</p> 	<p><b>Makita's First Year of the Environment</b></p> <p>Launched the environmental committee. Published Makita's Global Environment Charter and declared the intent to proactively promote environmental preservation activities.</p> 	<p><b>2005</b> <b>Launched a lithium-ion battery product</b></p> <p>Ahead of the industry, launched the cordless impact driver (TD130D), our first lithium-ion battery tool for professionals. Reduced running costs by downsizing and lightning of power tools and extending battery life.</p> 	<p><b>2022</b> <b>Terminated production of engine-powered equipment</b></p> <p>Accelerated the replacement of engine-powered products with cordless products. Terminated the production of engine-powered equipment to help promote decarbonization.</p> 

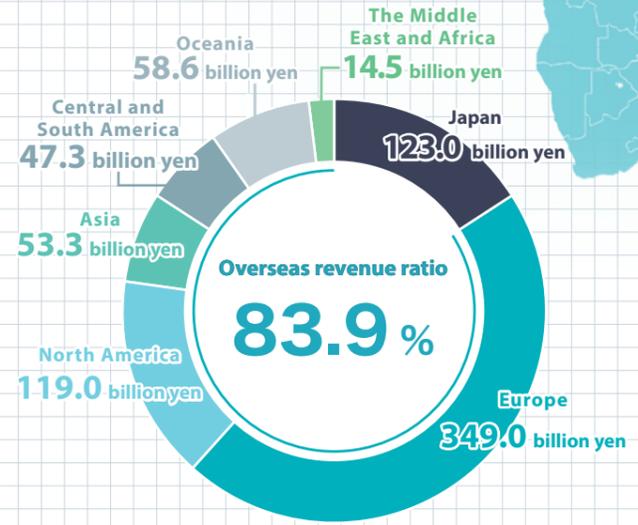
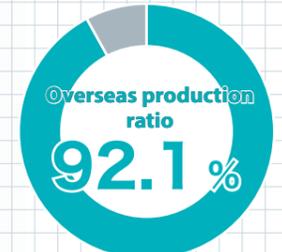
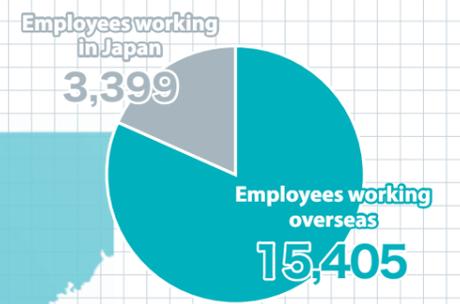
# Makita at a glance

Makita was born in 1915 as a motor sales and repair company. We went on to become the first company in Japan to manufacture and sell portable electric planers, and since then we have worked to build a steady position as a manufacturer of power tools. Today, we are continuing to evolve as a supplier of a comprehensive range of cordless products as we develop our sales, services, and manufacturing network around the world.



Number of Sales and Services Bases  
**336** bases

- Sales and Production Subsidiaries
- Production Subsidiaries
- Sales Subsidiaries
- Sales Subsidiary Branches
- Service Centers
- Technology Development Subsidiary
- Procurement Subsidiary



**108** years in business

Makita was founded in 1915 as a motor sales and repair company.

### Corporate Data

Corporate Name	Makita Corporation	Representative Directors	Chairman Masahiko Goto President Munetoshi Goto
Head Office	3-11-8, Sumiyoshi-cho, Anjo, Aichi 446-8502, Japan Phone : +81-566-98-1711	Paid-in Capital	¥24,205,610 thousand
Date of Founding	March 21, 1915	Number of Employees (consolidated basis)	18,804
Stock Exchanges that Makita is Listed on	Tokyo Stock Exchange the Prime Market Nagoya Stock Exchange the Premier Market	Consolidated Subsidiaries	53

as of March 31, 2023

# Makita's Description of Business

As a global supplier of a comprehensive range of tools for creating comfortable homes and living environments, Makita meets the diverse needs of our customers with a wide-ranging product lineup focused on cordless products like power tools and OPE. Thanks to our strengths of high inter-compatibility and a rich lineup of products, a single battery can be applied to many different Makita products.

## Construction and building

### Direct Support for Housing Construction

Our products are used in residential and commercial construction sites, factories, and a variety of other locations. In 1958, Makita became the first company in Japan to manufacture and sell portable electric planers. Since then, we have been working to develop unique technology and provide a rich lineup with well-established technical capabilities so we can enable more comfortable work in drilling, fastening, cutting, polishing, and other operations.



**Cordless Angle Grinder**



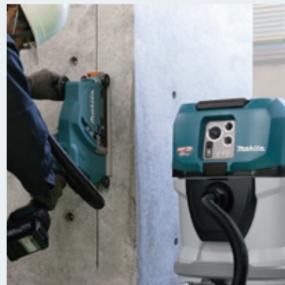
Cordless Jig Saw



Cordless Mixer



Cordless Power Cutter



Cordless Vacuum Cleaner



Cordless Combination Hammer

## Cleaning

To meet the needs of professionals who are engaged in cleaning work not only at construction sites but also offices, stores, and warehouses, we offer a wide range of products with features such as greater maneuverability, higher suction power and durability, and lower noise.



Cordless Backpack Vacuum Cleaner



Cordless Cleaner



Robotic Cleaner



**Cordless High Pressure Washer**

## Gardening

### In Harmony with Nature, Seeking a Richer Way of Life

For everything from light gardening to demanding professional labor, Makita has a wide range of product lines that support the creation of lush, verdant living environments. With the aim of existing in harmony with the environment, we are proactively developing cordless OPE that rivals the power of engine-powered equipment but with no gas emissions, no fuel requirements, simple startup, and much lower noise.



**Cordless Pruning Saw**



Cordless Lawn Mower



Cordless Backpack Mist Blower



Cordless Blower Vacuum



Cordless Pruning Shears

## For making Environment in and around the workplace comfortable, For outdoor events, For disaster preparedness.

We have also expanded our product lines that enable comfortable on-site work. At the same time, they can be useful in outdoor activities and disaster preparedness as well as on-site.



Cordless Cooler & Warmer Box



Cordless Fan



Cordless Worklight



Ground Trimmer Attachment

## Accessories



**Cordless Microwave**

## Product Manufacturing

Through our integrated network of development, manufacturing, and sales services around Japan and the world, Makita will continue to deliver high-quality, industry-leading services along with products that aptly meet global user needs.

### Product Development, Quality Assurance



#### Industry-Leading Product Development Capabilities

We were quick to adopt lithium-ion batteries for professional power tools, and we have the industry-leading capabilities for product development to develop them into a series of products.

We design products with consideration for safety, design sophistication, the user's work environment, and the global environment, and by utilizing advanced technologies, such as CAE analysis, we have further strengthened our unique expertise that we have cultivated over the years to build Makita into a trusted brand.

#### A System that Guarantees Quality, from Design to Mass Production

We have built a system that guarantees quality in all processes from design to mass production. During development, we emphasize designing-in and adopt design that prevents the occurrence of defects. Then, we perform evaluation from perspectives such as laws and regulations, functionality, and durability, and confirm that the product will satisfy our customers.

### Production



#### Uniform Quality in Craftsmanship

Because we can efficiently manufacture products of stable quality, we develop in-house robots and share expertise on mass production between factories. While working to save manpower at manufacturing sites, our craftsmanship has evolved to produce products of uniform quality, no matter where they are made or by whom.

#### A Global Manufacturing System

We have plants in eight countries around the world (Japan, China, Romania, Thailand, the United Kingdom, Brazil, the United States, and Germany); about 90% of products manufactured by Makita are made abroad. Going forward, we will continue to strive to further enhance our manufacturing capabilities so we can quickly produce and supply products in response to local needs.

### Sales and Services



#### Industry-Leading Network of Bases

Makita's strength lies in its industry-leading worldwide network of bases, which ensures a prompt and stable supply of products. With directly managed sales bases in approximately 50 countries outside Japan in addition to 129 sales offices in Japan, we are actively engaged in various sales promotion activities through exhibitions, demonstration events, and user visits.

#### Customer-Oriented Service Activities

The inability to use tools due to malfunctions leads to delays in the customer's work. When a product malfunctions, Makita promptly repairs it at one of its bases and delivers it to the customer. By not only selling products but also providing meticulous after-sales service, we help our customers improve efficiency and productivity at their work sites, leading to the building of relationships of trust.

## Contribution to Solving Social Challenges

Through the provision of its products and services, Makita helps to solve environmental and other social problems and contributes to the achievement of a sustainable society.

We build and maintain exhaustive service and sales networks all over the globe in order to strengthen our system to ensure prompt and stable distribution and repair services. Through these approach, we will work to achieve decarbonization while helping to reduce the burden on worksites around the world.

#### Building Cities and Infrastructure Around the World



Through the sales of power tools and OPE for use at building and construction sites, Makita contributes to the building of cities and infrastructures around the world.

As we were permitted to continue our business activities in many regions as an essential business even under lockdown, our products are indispensable in building richer communities and lifestyles.



#### Improvement of Customer Work Efficiency and Productivity



Compared to AC products with cords, cordless products offer such advantages as higher work efficiency and ease of use due to the absence of cords, and also help to prevent on-site accidents, including those caused by stumbling over power cords.

Since cordless products can be used in places without any power sources, they can improve productivity at worksites.



#### Early Recovery from Disasters



We support early recovery from disasters by providing products and services quickly and stably through our well-established network of bases. Batteries used for cordless products can also be used as emergency power sources, providing power for radios, lighting, and many other emergency items.

Also, with a USB adapter, these batteries can charge smartphones and add an extra degree of peace of mind if a disaster occurs.



#### Contribution to Local Communities

In pursuit of developing Makita in tandem with local communities, we are engaged in various programs tailored to each region, including support of sports and cultural activities and disaster-relief activities.

In Poland, we sponsored motorsports competitions, contributing to the promotion of sports in the region. In Thailand, we supported the healthy growth of local children by donating supplies to a local orphanage. In Türkiye, we donated our products through the Turkish Disaster and Emergency Management Authority to support the areas affected by the Türkiye-Syria Earthquake.



Poland



Thailand



Türkiye



# Environment

Makita promotes environmental management with the aim of achieving both environmental protection and sustainable business growth. We have been further strengthening our efforts by positioning contributing to decarbonization and a resource-circulating society as our material issues.

For details of Makita's environmental commitments, please refer to its Environmental Report.



2023 Environmental Report

## Contributions to Decarbonization

### Initiatives with Our Products

To date, engine-powered products have been the mainstream for lawn mowers, chain saws, and other items of OPE. But while they excel in power and durability, their gas emissions cause serious environmental problems. In response, Makita is promoting the replacement of engine-powered equipment with cordless products, which emit no exhaust gases when they are used, so as to contribute to building a carbon neutral society. Since the cordless products do not emit atmospheric pollutants, which are contained in the exhaust gas of engine-powered equipment, replacing the latter with the former also helps reduce environmental impacts. Under these circumstances, we have terminated the production of engine-powered products in light of the growing global awareness of environmental issues and the expanding need for cordless products.

- Lower environmental burden
- Less physical strain on users
- Helps ensure a more comfortable environment in and around the workplace
- Easy to use for women and the elderly

\* During equipment operation

### Initiatives in our Business Activities

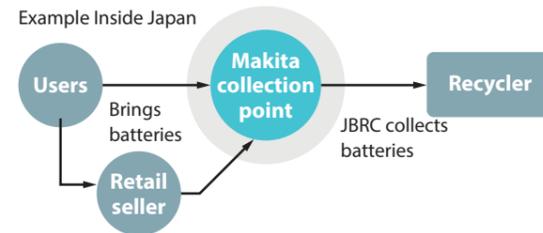
To reduce greenhouse gas emissions, we are promoting energy-saving activities, such as the introduction of LED lighting and high-efficiency devices (air conditioners, compressors, manufacturing equipment, etc.) and activities to promote the use of renewable energy, such as the installation of solar panels and the introduction of geothermal heating and cooling systems. In addition, to raise environmental awareness among employees, we conduct educational activities, including distributing energy-saving promotional materials to employees and making regular inspections to check energy-saving responses undertaken at offices and plants.



## Contributions to a Resource-Circulating Society

### Battery Recycling

As a company that supplies a large volume of batteries, we believe that, for the sake of environmental protection and the effective utilization of resources, collecting used batteries is a crucial task. In Japan, as a member of the JBRC (Japan Portable Rechargeable Battery Recycling Center), we are involved in voluntary battery collection and recycling activities in line with the Act on the Promotion of Effective Utilization of Resources. Outside Japan, we cooperate with vendors and specialized organizations in the appropriate collection of batteries according to local laws and systems.



### Promoting the Elimination of Plastic

Since plastic waste discharged to the ocean causes global environmental pollution, campaigns to reduce the use of single-use plastic have spread across the world. To contribute to the building of a sustainable society and to the conservation of biodiversity, Makita is working to reduce the volume of single-use plastic used for its product packages. We have been reducing the use of plastic bags by devising better packaging materials. We plan to further promote the elimination of plastic in the future.



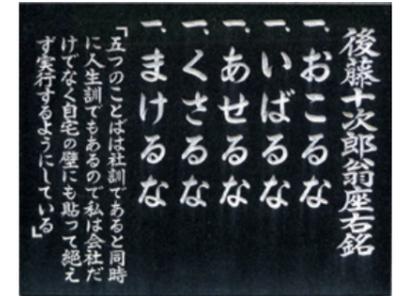
# Employees



Makita's human resource capability is an essential asset to supporting the growth of the Company. We provide each and every one of our employees with the opportunity to fully exercise their potential.

## Fostering Human Resources

"Don't be angry, arrogant, panic, mope, or give up." These are the words of Jujiro Goto, who along with founder Mosaburo Makita built this company and transformed it into "a power tools corporation." Grounded in this personal philosophy of Mr. Goto, we strive to provide each and every Makita employee with the opportunity to exercise his or her talents. We proactively arrange opportunities for postings at overseas bases, including on-site OJT (on-the-job training) for our young employees at our international locations to help them build skills. We are also striving to develop our human resources outside Japan, and at the China Plant, our core manufacturing base, we offer training for managers on subjects like better leadership skills and problem-solving.



## Promoting Diversity & Inclusion

Makita strive to maintain a diverse workplace and ensure that they can fully develop their potential abilities. This is because we firmly believe that a company should be a place where all employees, regardless of age, gender, nationality, or the presence of disability, respect each other and can maximize their individual abilities.

### Supporting Female Success

The average years of service for our full-time female employees is about the same as for their male counterparts 17 years, and women play active roles in a variety of different divisions. With more than 200 women in manager-class roles overseas, our female employees support Makita's global business foundation.

### Employment of Non-Japanese Workers

Foreign employees are actively engaged in Makita Group and about 80% of Makita Group's employees are locally hired. We also appoint non-Japanese Corporate Officers. Even in Japan, we hire foreign students to diversify our human resources.

### Employment of Disabled Workers

In December 2021, we opened Makita Farm. By operating the farm, Makita provides disabled willing to work with a workplace where they can fully develop their own potential without concerns.



## Work-Life Balance

Makita has introduced a childcare leave system and a reduced-working-hours system for childcare, creating a work environment that enables employees to balance work and family life. To increase the percentage of employees taking childcare leave, we are promoting such initiatives as providing information on childcare leave to workplace managers, thereby promoting the creation of an environment that makes it easy for their employees to take childcare leave. Partly as a result of these initiatives, the percentage of male employees taking childcare leave in the fiscal year ended March 31, 2023 increased by 17 percentage points to 25%, up from 8% the previous year.

