



Statement





Welcome! Please come in!

Our restaurant "ZAUO" is the one and only of its kind.

The uniqueness of the restaurant is the concept of

"allowing customers to try both fishing inside

and tasting their catch at the restaurant."

The reason we opened this restaurant is

"to provide the customer with surprise and excitement".

- The visual surprise when stepping in the restaurant.
- The experimental surprise when trying fishing.
- The palate surprise when tasting the their catch.

We are proud of our restaurant that can uniquely provide customers with those surprises and excitement.

Statement





While operating the restaurant,

we found another significant feature of our restaurant.

- That is the aspect of a "Communication Restaurant".
- It is the scene were a family enjoys fishing together.
- It is the scene were cheering from other customers comesafter a successful big catch.
- It is the scene were our staff is pleased
 with the customer shouting out in excitement.

With a belief that more customers can enjoy
the restaurant, which can provide unique value,
we are devoting ourselves
to operate our restaurant, "ZAUO".



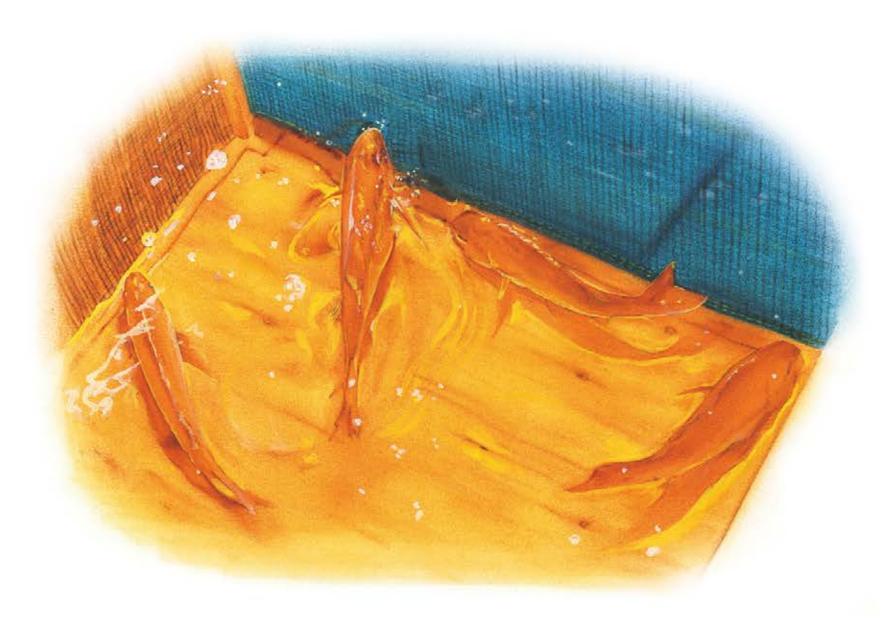


Started from an apparel company

Harbor House Co., Ltd. started from an apparel manufacturing/sales company for uniforms, T-shirts and original goods. Our founder, a leader in the industry, started the company with the purpose of providing reasonable and good-quality original sports wear for students with a limited budget. While developing the apparel business, he tried to find another possible industry using the company's know-how and eventually the choice fell on the food service business.







As an industry maverick

In launching the food service business, our founder's playful mood exploded.

Rather than building a careful strategy or system, he thought up to open a restaurant with his desire of "surprising customers" above all.

Luckily, due to no experience in the food service industry or cooking, he could take daring actions to achieve the goal with the weapons of a pioneer spirit, as well as skillfulness. Fortunately, because of the circumstances, he could design it by himself and he could realize a restaurant that makes the impossible possible.



A hit was born from the chance

product of "Fishing"

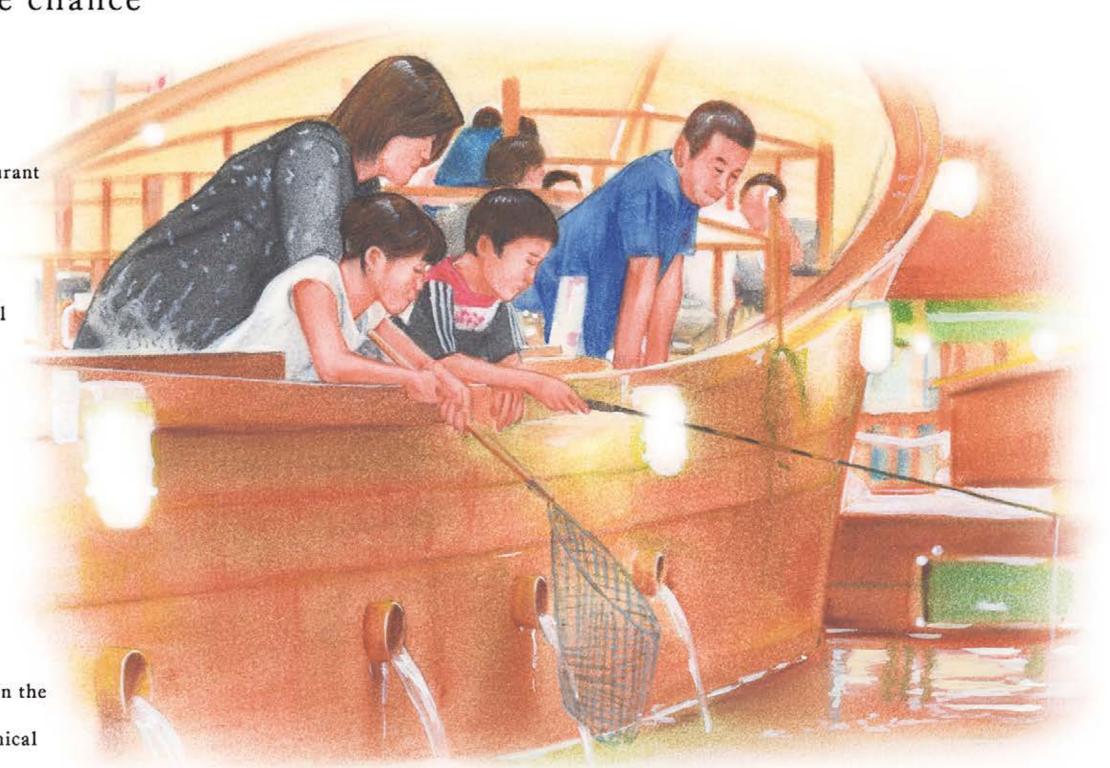
The turning point arrived when he was preparing for the opening of the third restaurant in Noma, Fukuoka Prefecture.

He came up with a visual idea of installing
a fish tank equipped with a large waterwheel
in the spacious restaurant room.

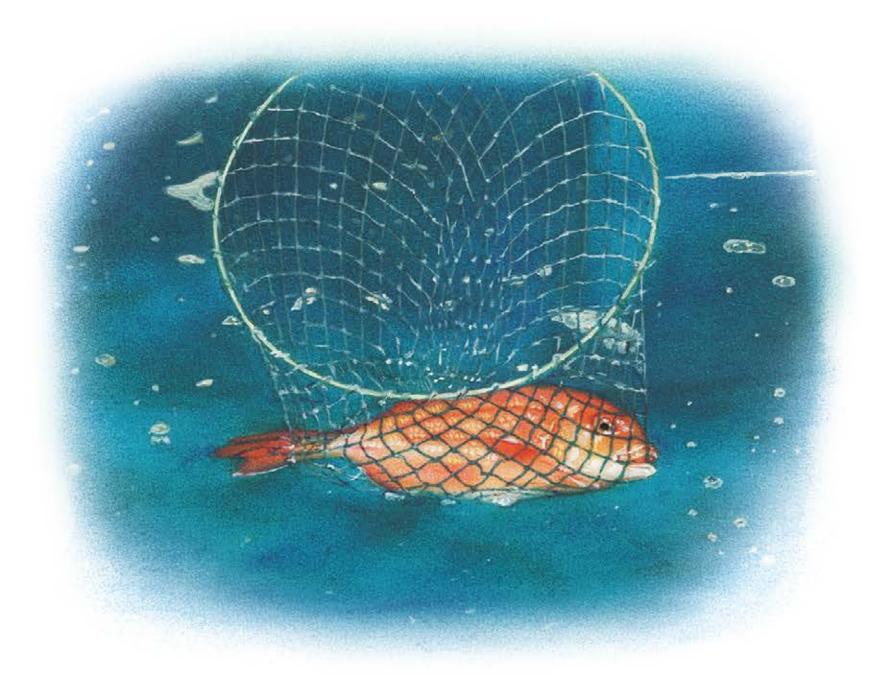
As soon as he found that it would be technically difficult to build a waterwheel, he suddenly commenced to construct a large boat. Once the restaurant had been completed, his idea went further.

"Yes, the customer can enjoy fishing here!"

His spirit of inquiry to continuously entertain the customer broughtan unexpected mental chemical reaction at that time.







Overcoming the difficulties, entering a new phase.

While proceeding with a series of new-style restaurants after the passing of the baton from the founder to the current president, the Great East Japan Earthquake occurred. In spite of the critical situation with a possibility of bankruptcy, we were thoroughly enthused as a whole team without any quitters.

The current profit exceeded our aims and we could overcome the crucial juncture. "No matter what happens, our President and Vice President will protect us as a last stronghold". Based on this feeling of security and bond, every staff of Harbor House Co., Ltd. is strongly connected. Aiming for a further, bigger stage in times to come, we will continue to develop restaurants offering surprises to more customers.

How to enjoy "Zauo"

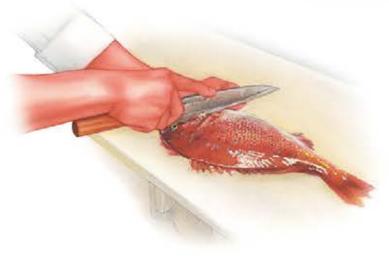


Fishing

Customers can enjoy fishing,
aiming for their favorite fish,
with the fishing rod rented from
the restaurant. Sea bream,
flounder, horse mackerel and
Ise Prawns are usually staples.
Seasonal fish are also available.









Filleting

The customer's catch is promptly brought to the kitchen with each customer's table number.

The chef fillets them while still fresh.

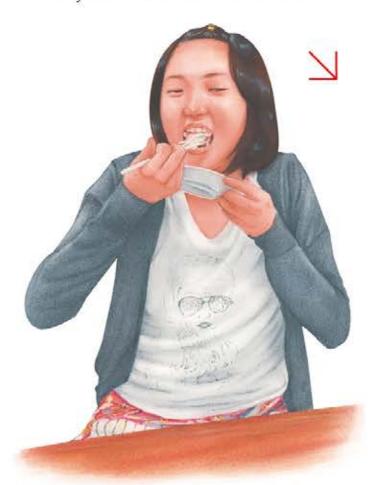


Zauo offers you an opportunity to catch your favorite one in the fish tank and eat it cooked in a variety of ways while still fresh. You can order dishes directly from the menu, however almost 90% of our customers enjoy fishing.



Cooking

The customer can request
how their catch is cooked. As for sea bream,
there are some recommendable dishes
such as sashimi arranged to look lifelike,
grilled with salt, hard-boiled in soy sauce,
deep fried and Sushi. Cooking in a different
way for each half is also available.







Savoring

The fish dishes from the kitchen
can be brought to the customer's table.
The price for fish caught
by customers is cheaper than
the normal order price.



Zauo has some unique features, which could be great advantages.

Popular among families with children as well as foreigners.

The fun of "Fishing" attracts everybody unconditionally.

Instinctively, honest children are the first

ones to become Zauo Fans.

Furthermore, foreign customers also enjoy "Zauo".

Nowadays, "Sushi" and "Sashimi" are popular

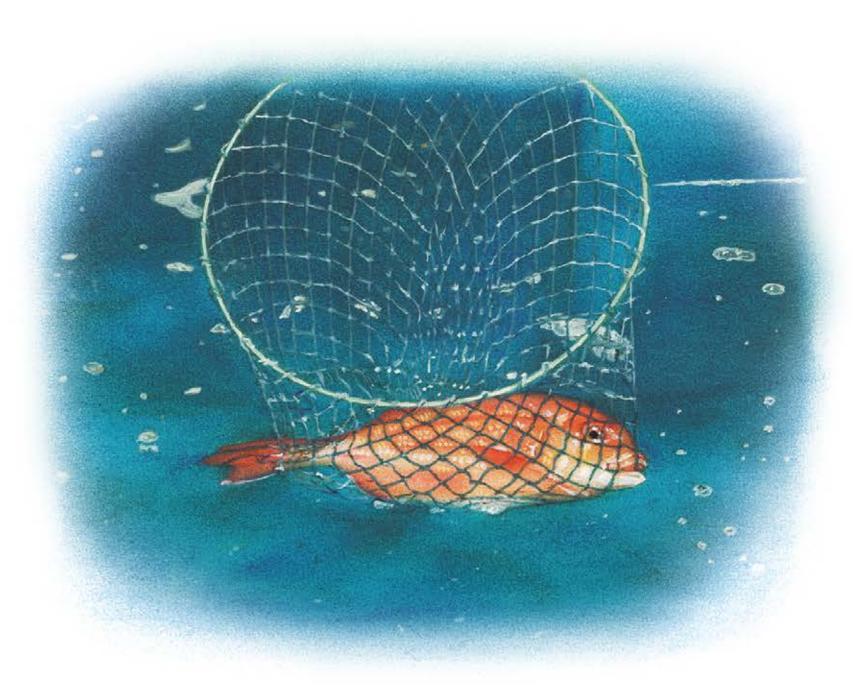
around the world.

However, a fish tank or Sashimi arranged to look

lifelike are still uncommon,

which is the reason why "Zauo" should be chosen

as a spot for sightseeing or entertaining.



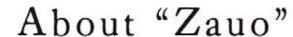


Zauo has some unique features, which could be great advantages.



A place for rich communication

While spending time at "Zauo", the communication can be unconsciously generated. Not to mention parents and children, you can find the tri-generational communication where grandfather is teaching grandchildren how to fish or some staff are taking photographs of the customers and their catch in a natural way. This is one of the reasons that customers tell usthat their relationship with family or friends is getting better on the way back from Zauo".





Zauo has some unique features, which could be great advantages.

Advantages are found on "the intangible side" rather than "the tangible side".

The tangible sides such as a boat, facilities or other system devices are likely being focused on, however the core advantage of our restaurant is found on the intangible side, such as human resources, staff training or operations.

"Staff training for sharing the joy when a customer catches a fish",

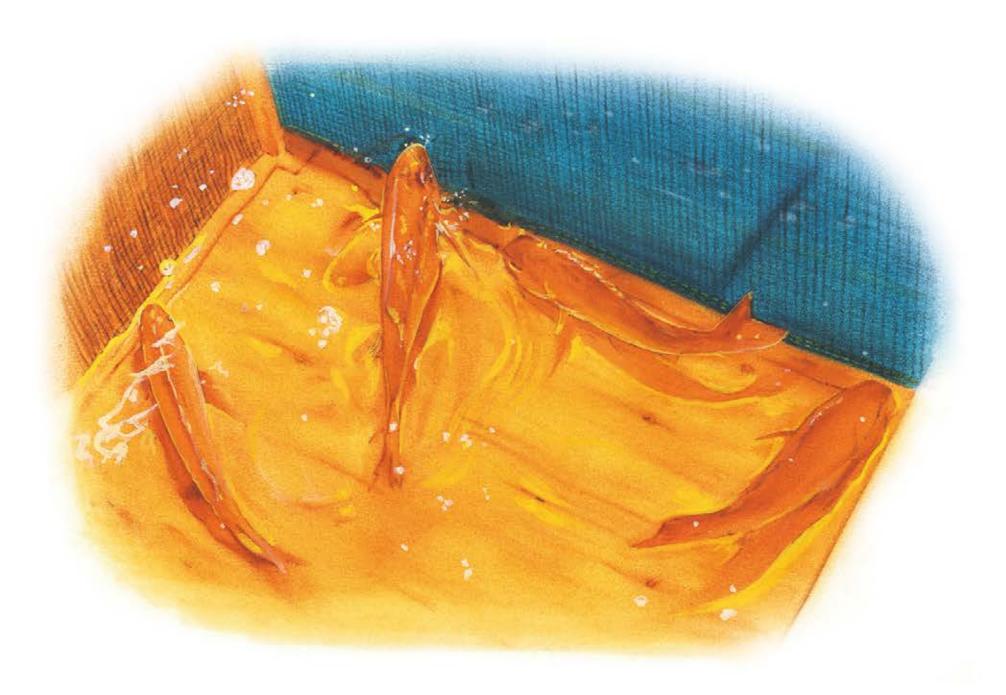
"Operational flow to cook and serve the catch",

"Management of large fish tanks and live fish" are good examples in terms of the tangible side.

Those things seem to be plain, however, that know-how is the advantage of "Zauo".

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Zauo has some unique features, which could be great advantages.



The strength to attract customers in spite of a disadvantageous location.

Zauo is not interested in competing with other restaurants.

Due to the requirement for the larger floor plan than normal restaurants,

we had been developing our restaurants in the areas where other restaurants are hesitating to open.

Our customers are happy to visit our restaurant as if they are enjoying a leisure trip.

We have a track record of attracting customers guaranteed in spite of the apparently disadvantageous location.



Zauo has some unique features, which could be great advantages.

Leisure +Restaurant = Zauo

"Should we go to the amusement park?

Or should it be Zauo?"

We sometimes hear that they are wondering whether to go to an amusement park or Zauo. That means "Zauo" is not merely a restaurant, but also a special place with a lot of leisure elements". We can be convinced of that when we hear our customers say, "It was fun", as often as we hear them say,

"It was delicious".





Zauo has some unique features, which could be great advantages.



Playing a role for food education

We often see the children are eating fish of their catch pleasantly saying "Yum!" even though they usually don't like fish. Live fish that cannot be seen in daily life allows children to reconsider eating fish. Zauo is holding the food-educational events for

Dishes at Zauo

"Zauo" is offering a variety of Japanese foods featuring mostly fish cooked by an experienced chef.

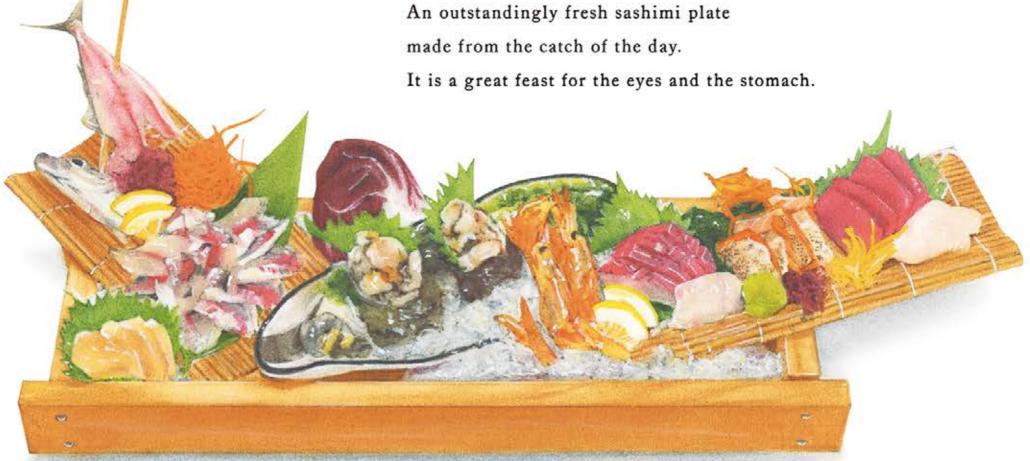
Your catch could be served as dishes according to the customers' request such as Sashimi arranged to look lifelike, Sushi and hard-boiled in soy sauce.

Besides your catch, you can order your favorite fish. Needless to say, dishes going well with alcohol, plus enoughfood can give you pleasure in a variety of times and scenes with

your coworkers, couples and friends.

Assorted sashimi (Namioto - the sound of waves)

An outstandingly fresh sashimi plate made from the catch of the day.



Dishes at Zauo





Assorted tempura

Deep-fried crispy tempura featuring the natural taste of each ingredient. It is recommendable for the occasion when you want to eat well.

18 Pieces of Sushi

The fish you caught can be promptly served as Sushi.

A popular plate among men and women of all ages.





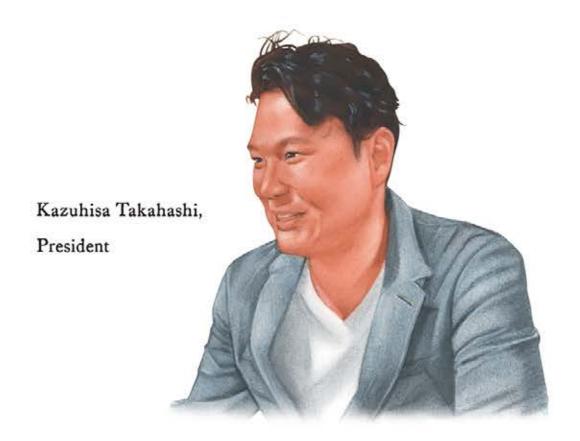
Whole sea bream boiled and seasoned with sugarand soy sauce.

It goes well with rice.

A popular menufor festive occasions.

Zauo's goal







Takuya Takahashi, Vice President

Prioritizing the long-term restaurant operation rather than the number of branch restaurants

The most pleasant comment for us to hear from customers is

"I'm happy to find Zauo here." 30 years have passed since we opened the first restaurant. Needless to say, the restaurant cannot be moved. In other words, we have no choice but to keep operating the restaurant sincerely in that area to gain credit with the customers. There are so many how-to tips something like "If A, then B" method. However, we believe there is no method like "projectile weapons". "Welcoming the customers with a smile", "Sharing the joy with customers", "Serving fresh dishes from the kitchen", "Keep our restaurant clean". We believe those simple things should be much more important than how-to tips. While operating the restaurant based on this idea, we found that there is no meaning in boasting about the number of branches we have. We think that to maintain our restaurants

for a long time is much more valuable.

Zauo's goal





Putting ideas into practice

Anyone can come up with an idea. However, it is not so easy to put an idea into practice.

We make a big point of the number of challenges rather than the number of ideas.

Setting a final goal, we need to find a way to reach the goal.

Even though we would be on the verge of a difficult situation,

we should figure out some way, take effort, and not be afraid to change for the goal.

That is our forte.

Zauo's goal





Do not be afraid of challenge

owadays, Japanese cuisine is so popular among the people around the world.

In offering the Japanese cuisine beyond their expectations, we would like to share the surprise and excitement with the people around the world.

Although every country has its own circumstances, the concept of Zauo, "Experience enjoyment of the food itself" should be accepted by all of the world/people, we believe. How can we offer the opportunity for people from overseas to try the new-style Japanese cuisine?

We are getting excited just thinking about that.

Takuya Takahashi, Vice President







Zauo is being operated mainly by two brothers,

President Kazuhisa Takahashi and Vice President Takuya Takahashi,
after having taken over the ownership from
their father, the founder of Zauo. Through their conversation,
we could understand more about "Zauo" in due course.



The path to the opening of "Zauo"

Kazuhisa: Our father, the founder of Zauo, said that he came up with the idea of having the customers fish in a fish tank without intense concentration.

Takuya: Since having been a newcomer in the industry, he had enthusiasm to make a difference from other competitors, which led him to think that "Wouldn't it be interesting to have the customers fish in the restaurant?".

Kazuhisa: Our father had built a boat when he was young, so it was just like him to have gotten an idea "to make a boat by himself".

I was about 22 years old at that time and I helped him.

Then we furnished every restaurant since by ourselves.

Takuya: We often see spontaneous communication such as a grandfather teaching his grandson how to catch a fish, or customers cheering a child at the next table who caught a fish at our restaurant. However, our father could not anticipate for this spin-off result at the beginning. I have a good feeling that our customers contributed to the development of our restaurants.

Kazuhisa: I agree. Some customers tell us "Our son had only ever seen fish cut up
in the supermarket and did not like eating it, but he could eat every
last bite when he saw live fish here for the first time." We are learning
from the customers with the belief that "Yes, we should follow this course".

Takuya: There used to be a variety of restaurants with each having entertaining gimmicks with a careful concept for a while, but "Zauo" doesn't belong to that category. Our good point is the entertainment is directly linked to the food.

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Takuya Takahashi, Vice President



Kazuhisa Takahashi, President



How to ride out a crisis

Kazuhisa: When the Great East Japan Earthquake occurred on March 11, 2011,

I was convinced that our restaurant would fail.

All of the reservations at all of our branch restaurants were cancelled.

The phone was not easily connecting and even when it did connect somehow, it was a reservation cancelation from the customers.

It was understandable considering the situation throughout Japan at that time. We prepared ourselves in thinking "whatever happens will happen".

Takuya: We decided to do everything we could, and eventually
we found that all we could do was routine work and we agreed
by saying "Let's clean up!". Under that circumstance of the crisis,
we felt as if we had been told to reconsider our standing point and
to do whatever we were supposed to do".

Kazuhisa: I appreciate every staff member for their sincere efforts. I was convinced that the staff always trusted us in believing that "President and Vice President would eventually take responsibility of them".

Takuya Takahashi, Vice President



Kazuhisa Takahashi, President





How do you think about each other?

Kazuhisa: Beyond a regular brother relationship, we are so intimate.

I respect my brother as a person as well as a business partner.

Furthermore, he is my best friend and supporter.

He is my most favorite guy to eat out with.

Takuya: I think my brother understands how to handle me better than anyone else.

He understands my strong field and when he orders me by saying,

"You should do this," I feel like I was guided by him. Like my name,

Takuya, my role is to go off the beaten path to make a new path,

while his name, Kazuhisa, means the role to make peace for a long time.

Kazuhisa: Another reason for our intimacy may be as a countermeasure

against our father. We needed a team to confront the huge presence of

our father. He came up with his own ideas and put those ideas

into practice with strong leadership. Nevertheless, he never offers

unsolicited opinions after having handed over the company to us.

We are so grateful that he delegated his authority so well.

I feel we are also taking over his way of "Leaving it in another's hands".

The interesting part of operating a restaurant is that we can create

our restaurant from the ground up including the negotiation

with the real estate company, layout design of the restaurant and uniform.

We also leave those interesting processes up to some staff.

This is something we might have learned from our father.

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Takuya Takahashi, Vice President



Kazuhisa Takahashi, President



Seeking our own image of leadership

Takuya: Since I was young, it has been my job to go to the places where our new restaurant was to be opened and to tell "our intention" to experienced seniors for putting our ideas into practice. At that time, I really thought that my ideal image of leadership was my father.

Therefore, I believed I should emulate my father. However, I was told by one of the veteran employees that I didn't have to actin the same way as my father, but I had to find my own path to leadership.

When I heard that advice, I felt relieved.

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Takuya Takahashi, Vice President



Kazuhisa Takahashi, President



Memories of Food

Takuya: Talking about our relationship as brothers,

we had a surprising experience. When trying to eat the eight appetizer dishes, we ate them exactly in the same order. Starting with lighter flavors, we were enjoying the process of getting to thicker flavors. At that time, we were convinced that we were surely raised in a family that loves food. Our grandfather on our mother's side really loved to eat and we used to have a big party every month on his paydays.

We had a high Engel's coefficient. (laughs).

Kazuhisa: Our mother often went out to try a variety of food and then
she challenged herself to reproduce the dishes she experienced outside.
When she tried Mizutaki outside, she served Mizutaki at home.
When she got obsessed with Thai Curry,
she prepared authentic Thai curry at home.

Takuya: Our family valued mealtime. In that sense, we cannot cut any corners considering that the meal at "Zauo" should be one of those important meals.

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Takuya Takahashi, Vice President



Kazuhisa Takahashi, President



Challenge the new world

Takuya: I wish we could open a restaurant overseas soon and I probably should be stationed there.

Kazuhisa: Agreed. We should take advantage of the Japanese food boom for sure,
but I am also very interested to see the reaction
of people abroad to our restaurant.

Takuya: We have a lot of issues to resolve in places that have no custom

to cook/eat live fish. However, in a place with high diversity,

it might be easier than we think to find the breeding ground

to accept the different culture. The international market is so attractive.

Kazuhisa: However, I am not sure the original style of "Zauo" could be accepted overseas. I think we need to change flexibly to be accepted in each local area. If customers are more impressed with just watching fish rather than catching them, we need to focus on that point. The customers might also develop Zauo.

In challenging the new world,

I hope we could learn how to change flexibly.

The history of Zauo

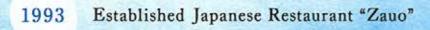
auo

Zauo is continuously trying to find a larger market.

As long as we have customers willingly visiting our restaurants, nobody can stop our challenge.

1986 Founded "Restaurant Harbor House"

2001



1997 Opened Fishing Restaurant "Zauo" Ekinan branch (Fukuoka)

1998 Opened Fishing Restaurant "Zauo" Noma branch (Fukuoka)

2000 Opened 10th branch of Fishing Restaurant "Zauo"

Opened "Ramen Zauo" Tenjin branch (Fukuoka)







Opened 20th branch of Fishing Restaurant "Zauo"

Opened Pork Restaurant "Tsuhton" Kouenji branch (Tokyo)

2005 Opened 30th branch of Fishing Restaurant "Zauo"

2006 Opened "Marutoku Suisan" (Fukuoka)

2008 Opened "Hakata Zanmai Marutokushokudo" (Fukuoka)

2009 Opened "Meshiya Takohashi Honten (Fukuoka)

Opened "Kashiwaya Genjiro" (Fukuoka)
Opened "Gen Kitchen" (Fukuoka)

2014 Opened "Hakataodaidokoro Mama Uo" (Fukuoka)

2016~ Expanding into overseas market



Japanese map

Kyusyu region

- ZAUO Main Branch
- Fukushige Branch
- Tenjin Branch
- Ramen ZAUO Sue Branch
- HARBOR HOUSE BBQ GARDEN
- Hakata Zanmai Marutoku Restaurant
- Kashiwaya Genjiro
- Meshiya TAKOHASHI HONTEN
- Hakata Odaidoko Mamauo

Kansai region

Tokai

region

Hoshizaki Branch

Momaki Branch

Suzuka Branch

Namba Main Branch

Kanto region

- Shinjuku Branch
- Shibuya Branch
- Kameido Eki Mae Branch
- Meguro Branch
- Tokorozawa Branch
- Yokohama Tsunashima Branch
- ZHU-ton Koenji Branch
- KAKIYAKI HAJIME
- NishiShinjuku Branch

Kyusyu region

OZAUO Main Branch

*Fishing cannot be done at this branch
TEL 092-809-2668/FAX 092-809-2841
79-6, Kota, Nishi-ku, Fukuoka-shi, Fukuoka 819-0203
11:30-22:00 (L.O. 21:00)

Fukushige Branch

TEL 092-883-9288/FAX 092-883-9298

3-21-13, Fukushige, Nishi-ku, Fukuoka-shi, Fukuoka 819-0022 Weekdays 17:00-24:00(L.O. 23:00)

Sunday and holidays 11:30-23:00(L.O. 22:00)

Tenjin Branch

TEL 092-716-9988/FAX 092-716-9989

1-4-15, Nagahama, Chuo-ku, Fukuoka-shi, Fukuoka 810-0072 Weekdays 17:00 = 23:00(L.O.22:00)

Weekends and holidays 11:30-23:00(L.O.22:00)

Ramen ZAUO Sue Branch

TEL 092-937-6888

477-40, Ueki, Sue-machi, Kasuya-gun, Fukuoka 819-0203 11:30-23:00(L.O.22:30)

OHARBOR HOUSE BBQ GARDEN

TEL 092-809-2989

79-6, Kota, Nishi-ku, Fukuoka-shi, Fukuoka 819-0203
ONLY SUMMER SEASON(June 1-October 31) 10:00-21:30

Hakata Zanmai Marutoku Restaurant

TEL 092-471-0109

Deitos BIF 1-1 Hakatacki Chuogai, Hakata-ku, Fukuoka-shi, Fukuoka 812-0012 11:00-23:00(L.O.22:00)

Kashiwaya Genjiro

TEL 092-477-9408/FAX 092-477-9408

JR Hakata City Amu Plaza Hakata 9F, 1-1 Hakataeki Chuogai, Hakata-ku, Fukuoka-shi, Fukuoka 812-0012

11:00-23:00(L.O.22:00)

•Meshiya TAKOHASHI HONTEN

TEL 092-481-0584

Hakata Eki Chikagai, I-l Hakatacki Chuogai, Hakata-ku, Fukuoka-shi, Fukuoka 812-0012

11:00-23:00(L.O.22:00)

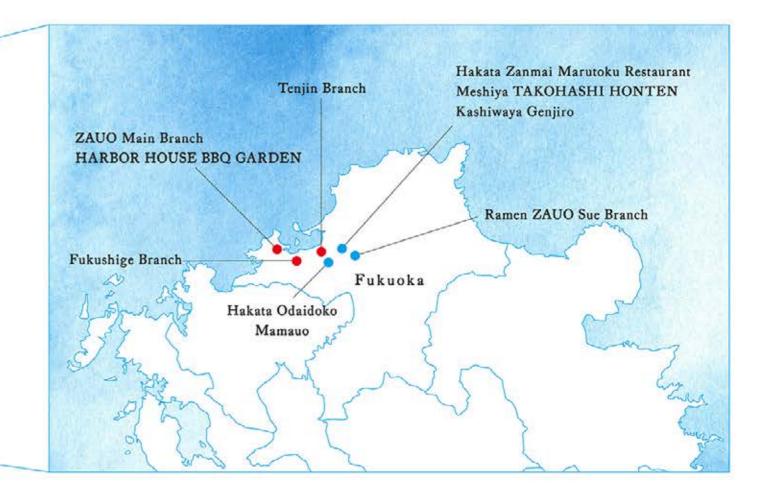
Hakata Odaidoko Mamauo

TEL 092-733-7369

SOLARIA PLAZA 6F, 2-2-43, Tenjin, Chuo-ku,

Fukuoka-shi, Fukuoka 810-0001

11:00-23:30(L.O.23:00)





Kyusyu region

- ZAUO Main Branch
- Fukushige Branch
- Tenjin Branch
- Ramen ZAUO Sue Branch
- HARBOR HOUSE BBO GARDEN
- Hakata Zanmai Marutoku Restaurant
- Kashiwaya Genjiro
- Meshiya TAKOHASHI HONTEN
- Hakata Odaidoko Mamauo

Kansai region

Tokai

region

Hoshizaki Branch

Komaki Branch

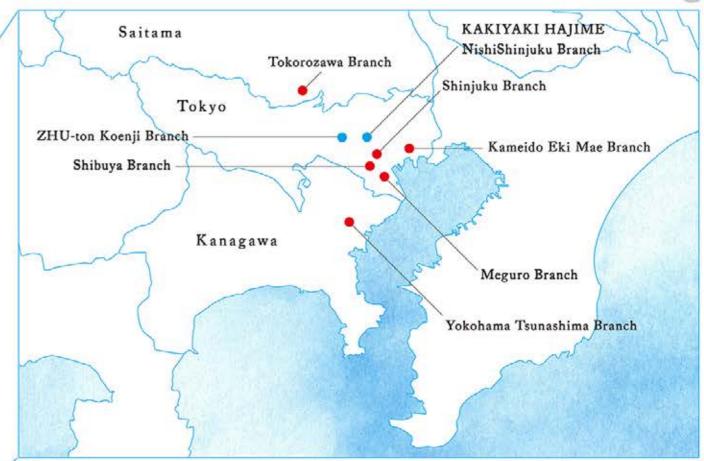
Suzuka Branch

Namba Main Branch

Kanto region

- Shinjuku Branch
- Shibuya Branch
- Kameido Eki Mae Branch
- Meguro Branch
- Tokorozawa Branch
- O Yokohama Tsunashima Branch
- ZHU-ton Koenji Branch
- C KAKIYAKI HAJIME
- NishiShinjuku Branch





Kanto region

Shinjuku Branch

TEL 03-3343-6622/04-3343-6255
3-2-9, Nishi-Shinjuku, Shinjuku-ku, Tokyo 160-0023
Weekday lunch 11:30-14:00(L.O.13:30)
Weekday dinner 17:00-23:00(L.O.22:00)

Weekends and holidays 11:30-23:00(L.O.22:00)

Shibuya Branch

TEL 03-6427-0207/FAX 03-6427-0219

High Manten Jinnan Building B1F, 1-19-3, Jinnan,

Shibuya-ku, Tokyo 150-0041

17:00-23:00(L.O.22:00) *April 10, 2015 (Fri) Open

Kameido Eki Mae Branch

TEL 03-5858-1288/FAX 03-5858-1287 2F, 2-36-11, Kameido, Koto-ku, Tokyo 136-0071 Weekday lunch 11:30-14:00(L.O.13:30) Weekday dinner 17:00-24:00(L.O.23:00)

Weekends and holidays 11:30-24:00(L.O.23:00)

Meguro Branch

TEL 03-6417-9588/FAX 03-6417-9584

Sun Felista Meguro 5F, 2-27-1, Kamiosaki,

Shinagawa-ku, Tokyo 141-0021

Weekdays 17:00-23:00(L.O.22:00)

Weekends and holidays 11:30-23:00(L.O.22:00)

Tokorozawa Branch

431-1, Ushinuma, Tokorozawa-shi, Saitama 359-0026 Weekday lunch 11:30-14:00(L.O.13:30)

Weekday dinner 17:00-23:00(L.O.22:00)

TEL 042-991-6977/FAX 042-991-6955

Weekends and holidays 11:30-23:00(L.O.22:00)

Yokohama Tsunashima Branch

TEL 045-570-1288/FAX 045-570-1287

2-14-1, Komaoka, Tsurumi-ku, Yokohama-shi, Kanagawa 230-0071

Weekdays 17:00-24:00(L.O.23:00)

Weekends and holidays 11:30-23:30(L.O.23:00)

ZHU-ton Koenji Branch

*Specialized in pork dishes

TEL 03-5327-3788/FAX 03-5327-3789

3-70-1, Koenjiminami, Suginami-ku, Tokyo 166-0003 17:00-02:30(L.O.01:30)

KAKIYAKI HAJIME NishiShinjuku Branch

*Specialized in oyster

TEL 03-6302-0098

3-2-9, Shinjuku Washington Hotel building ,

Nishishinjuku, Shinjuku-ku, Tokyo 160-0023

Weekday dinner 18:00-3:00(L.O.2:00)

Holiday dinner 18:00-22:00

Kyusyu region

- ZAUO Main Branch
- Fukushige Branch
- Tenjin Branch
- Ramen ZAUO Sue Branch
- HARBOR HOUSE BBQ GARDEN
- Hakata Zanmai Marutoku Restaurant
- Kashiwaya Genjiro
- Meshiya TAKOHASHI HONTEN
- Hakata Odaidoko Mamauo

Kansai region

Tokai

region

Hoshizaki Branch

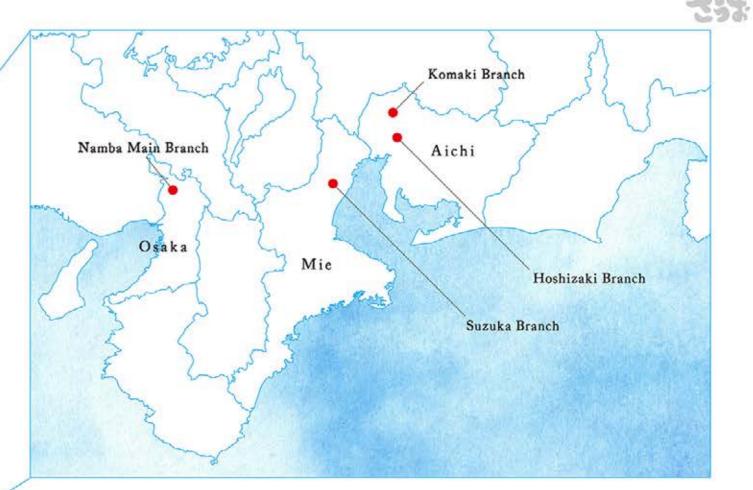
Komaki Branch

Suzuka Branch

Namba Main Branch

Kanto region

- Shinjuku Branch
- Shibuya Branch
- Kameido Eki Mae Branch
- Meguro Branch
- Tokorozawa Branch
- O Yokohama Tsunashima Branch
- ZHU-ton Koenji Branch
- **KAKIYAKI HAJIME**
- NishiShinjuku Branch



Kansai region

Namba Main Branch
TEL 06-0212-5882/FAX 06-6212-5883
Namba Washington Hotel Plaza BlF, 1-1-13,
Nihonbashi, Chuo-ku, Osaka-shi, Osaka 542-0073
Weekdays 17:00-24:00(L.O.23:00)

Weekends and holidays 11:30-23:30(L.O.23:00)

Tokai region

Hoshizaki Branch

TEL 052-825-1343/FAX 052-825-1147
1-37, Hoshizaki, Minami-ku, Nagoya-shi,
Aichi 457-0064
Weekdays 17:00-24:00(L.O.23:00)
Saturday 11:30-24:00(L.O.23:00)
Sunday and holidays 11:30-23:00(L.O.22:00)

●Komaki Branch

TEL 0568-74-3773/FAX 0568-77-9501 88-1, Muranakashinmachi, Komaki-shi, Aichi 485-0083 Weekdays 17:00-24:00(L.O.23:00) Saturday 11:30-24:00(L.O.23:00) Sunday and holidays 11:30-23:00(L.O.22:00)

Suzuka Branch

TEL 059-375-7616/FAX 059-375-7617
2-7-14, Shonokyoshin, Suzuka-shi, Mie 513-0838
Weekdays 17:00-24:00(L.O.23:00)
Saturday 11:30-24:00(L.O.23:00)
Sunday and holidays 11:30-23:00(L.O.22:00)

