



Developing New Markets to Expand Group Business

JFE Shoji Trade is engaged in the domestic trade and export/import of steel products, steel raw materials and steel-production machinery, and various tripartite trading businesses. It is also expanding business in the food and electronics fields.

JFE Shoji Trade has built a robust sales system in Japan, while overseas it is expanding its business bases in 19 countries worldwide. By fully leveraging this global network, JFE Shoji Trade is both driving the Group's export initiatives and developing a business structure supported by local production and consumption. JFE Shoji Trade also is cultivating promising markets by leveraging the sales channels of affiliates it has acquired through M&A.

JFE Shoji Trade also plays a key role in securing stable supplies of cost-competitive raw materials and machinery for each Group company. As the pioneer of JFE Group, JFE Shoji Trade will continue to overcome hurdles and it pave the way for the JFE Group's involvement in an increasing range of promising fields.

President & CEO **Tsutomu Yajima**

Highlights in 2014

April 2014

- K&I received order for specialized pipes for Chubu Electric Power Company's Nishi-Nagoya Thermal Power Station
- Established joint venture with r. bourgeois S.A. in North America
- Participated in conferences of Japanese Standards Association and Institute of Electrical and Electronics Engineers, and transformer industry exhibition in Chicago
- FASTek container loading system first used by Cold Iron Melting Section of Ferrous Raw Material Department
- PT. JFE Shoji Steel Indonesia (JSSI) received Best Partner Prize from P.T.SUZUKI INDOMOBIL MOTOR and Maruti Suzuki India

- Electrical Appliance Steel Overseas Department selected Premier Partner by Fuji Xerox Co., Ltd. for third consecutive year

May 2014

- Acquired majority stake in Shin Kiyoi Kogyo K.K.
- JFE Shoji Pipe & Fitting Trade Corporation acquired pipe distributor Showa Kogyo K.K.

June 2014

- JFE Shoji Terre One Corporation participated in EE Tohoku '14 engineering exhibition
- JFE Shoji Electronics participated in NEPCON Thailand 2014 exhibition

July 2014

- JFE Shoji Trade's Sheet & Strip Overseas Sec. 1 and JFE Shoji Trade Philippines, Inc. designated "best suppliers" by Mindanao Container Corporation

October 2014

- JFE Shoji Trade Steel Construction Materials Corporation launched task force to support Okinawa Project
- JFE Shoji Pipe & Fitting Trade Corporation dispatched expatriates to Bangkok, Thailand

November 2014

- Opened branch in Rio de Janeiro, Brazil

- JFE Shoji Trade Steel Construction Materials Corporation launched Steel Structure Construction Safety Association and convened first general meeting

December 2014

- Agreed to acquire U.S.-based steel pipe distributor Kelly Pipe

February 2015

- Established Automotive Steel Division
- Decided to integrate JFE Shoji Trade Group's bar and wire rod businesses

March 2015

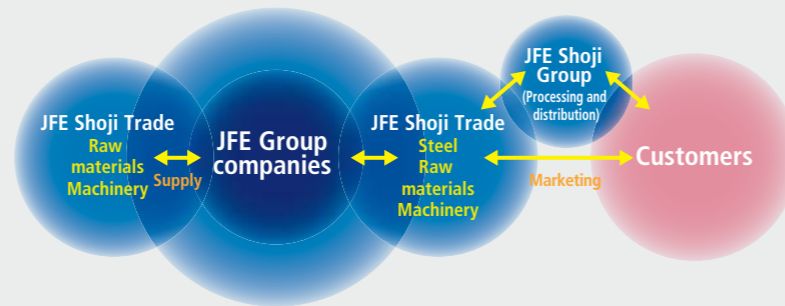
- Agreed to establish joint venture for cold drawn tubes in Mexico

Overview

JFE Shoji Trade Corporation

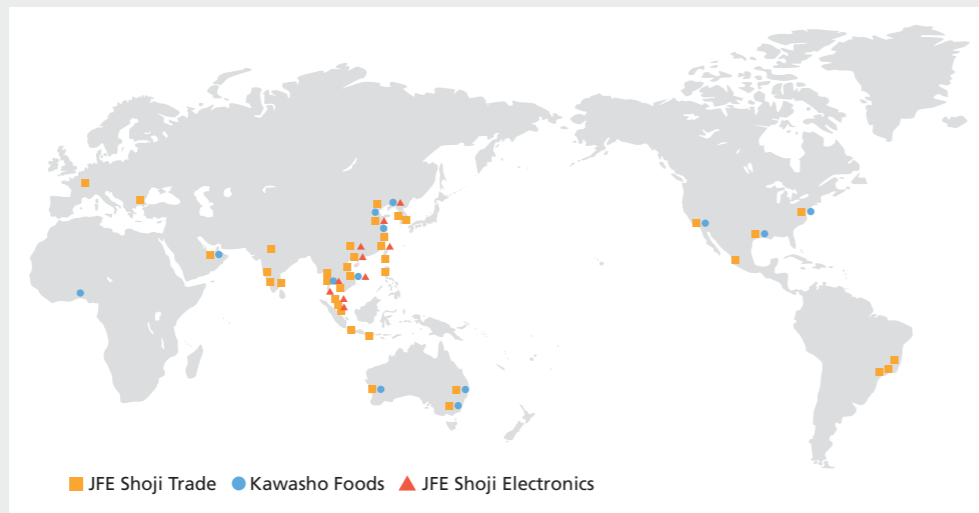
Steel Business

To ensure competitiveness both in Japan and overseas, JFE Shoji Trade continually works to strengthen the JFE Group's steel supply chain by identifying and responding to customer needs in all phases of operations, from raw materials procurement and technical services to product processing.



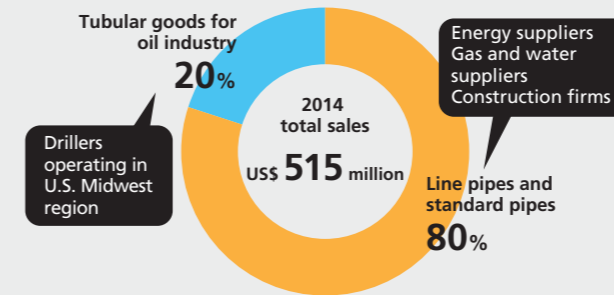
Globally Expanding Network

JFE Shoji Trade is the JFE Group's core trading company. Operating 55 bases in 19 countries, it most recently set up operations in Mexico City and Rio de Janeiro in 2014. JFE Shoji Trade utilizes these strongholds in promising markets to trade in steel products and raw materials, as well as to spearhead the JFE Group's market-development initiatives.



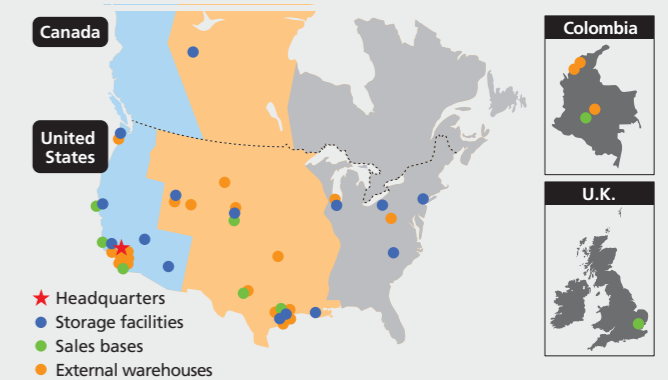
Major Pipe Distributor Acquired in the United States

JFE Shoji Trade acquired Kelly Pipe Co., LLC, a major steel pipe distributor with more than a century of experience in the United States, in December 2014. Established in 1898, Kelly Pipe boasts a robust lineup of steel pipe products used in a wide variety of applications, along with a broad sales network serving the U.S. and other markets.



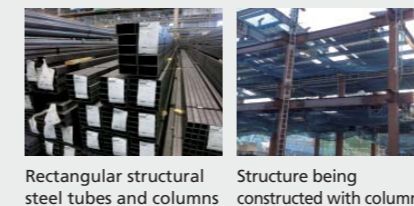
Kelly Pipe's Sales Bases

The company has 24 sales bases— 21 in the United States and one each in Canada, the U.K. and Colombia



Welcoming Yashimanada into JFE Shoji Trade Group

Based in Osaka, Yashimanada Corporation processes and markets steel construction materials such as columns. It boasts a business network covering western Japan, abundant stockpiles, robust processing facilities and a flexible delivery structure. JFE Shoji Trade Steel Construction Materials Corporation acquired a majority share of the company to leverage synergies by combining its sales network with Yashimanada's processing capabilities.



Yashimanada's Processing Facilities and Sales Bases



Processing facilities and sales bases in Osaka, Mie, Okayama and Fukuoka prefectures