

An aerial, top-down view of a boat's wake in the ocean. The water is a deep teal color, and the wake is a turbulent, white foam trail that curves from the top center towards the bottom right. The text is overlaid on this background.

okuma

# INSPIRED FISHING



okuma



# **RISING WITH EVERY CHALLENGE**

**LIFE IS A CHALLENGE.  
THE WORLD. THE UNIVERSE.  
THE OCEANS. THE WIND.  
AT OKUMA, WE UNDERSTAND THIS.  
BUT THAT IS WHAT INSPIRES US.  
THAT'S WHY EVERYTHING WE DO IS A STEP  
TOWARDS SOMETHING BETTER.  
THAT'S WHY, FOR US,  
EVERY DAY SHINES BRIGHTER,  
EVERY CAST, WIN OR LOSE,  
OFFERS A NEW OPPORTUNITY.  
AND EVERY CHALLENGE LEADS  
TO A GREATER ONE.**

**OKUMA  
RISING WITH EVERY CHALLENGE**

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# STRIVE<sup>01</sup> INSPIRED BY TENACITY

At Okuma courage drives our spirit. It's what leads us to step where others fear to go. To challenge the darkness of unlit pathways. To risk everything on our intuition, in the belief that there is always a better way. A fresh way. An inspired approach built on excellence, skill and perseverance. If we only challenge ourselves, our limits, and our thinking. If we only plunge into an unrelenting search for perfection. Nothing will be impossible. Okuma, rising with every challenge.

STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

# THE BIRTH OF OKUMA

INSPIRED BY THE RESILIENCE AND  
PATIENCE OF THE BEAR

STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU



With a large body, stocky legs, long snout, small rounded ears, huge paws and powerful claws, they are climbers, runners, and swimmers. Depicted and admired in the arts and myths of many cultures, bears are a true force of nature. Whether it is the brown bear lingering by the river in search of salmon and trout, or the polar bear enduring the harshest conditions while deprived of food for extended periods of time, both share the characteristics of extraordinary resilience and patience as they wait for the right moment to catch their prey.

In the 1980's, the fishing tackle market was stagnant, dominated by only a few manufacturers. Yet, there was still much potential in the fishing world, with many mysteries and challenges yet to be discovered and

overcome. Fishing, one of the most ancient activities, needed to be redefined. So, we asked: how could we inspire new ambition among anglers from around the world? Transformation was the answer. And it was only possible by revolutionizing fishing equipment. We knew that this process would take time and that we had to be resilient and patient, just like the bear.

This inspired us to name our company Okuma, the Japanese word for "bear," to capture our spirit and to represent the high standard of quality we consistently achieve. In 1986, Okuma was established.

STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

# EARLY BEGINNINGS

SEEKING NEW CHALLENGES  
TO MOVE FORWARD



STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

**W**e are more than just a manufacturer of fishing tackle. From the very beginning, we have aspired to be a visionary and revolutionary brand that redefines the fishing industry and experience. At the time, Japan and Korea were way ahead of Taiwan in terms of the research and development (R&D) capabilities of manufacturers. Because it would take time to acquire the capabilities to produce trolling and spinning reels, we decided to start with fly-fishing reels. Today, we pride ourselves on our state-of-the-art gear designs, in which every detail reflects our passion and commitment.

To persevere in a stagnant market, we needed to figure out how to compete with top international brands. Our mission of being the best is captured in our dedication towards our products and customers. This is how we established our unique positioning, which has served as a bedrock for a meaningful brand with long-lasting value. We believed we could create a profound impact on the fishing tackle market. And so, we did.

STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

# EXPANDING GLOBAL FOOTPRINT

OVERCOMING HARDSHIPS TO GAIN AWARENESS  
AND RECOGNITION GLOBALLY

STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

Our early years marked the toughest period in our development as we had to overcome obstacles before our first breakthrough. After our failed attempt to enter the American market in 1990, we reminded ourselves to never quit until we made progress. We established our presence in Hong Kong and China between 1991 and 1992, followed by Singapore, Thailand, and Australia. Our brand began to gain awareness and recognition among fishing communities around this time.

We then continued to strengthen our worldwide presence, expanding to the European market in 1992 before returning to the United States in 1996. As Okuma became a global brand, we continued to uphold the persistent spirit of the bear.

In 1998, we set a goal to increase global sales from USD 800K to USD 10 million. In 2002, we achieved this goal due to our relentless pursuit of high-quality products as well as effective communication and decision-making in offices worldwide. We also gained recognition as the world's most trusted fishing brand.

okuma  
FEEL THE POWER

STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

okuma FISHING TACKLE

ULTRACOM INT'L

okuma  
FEEL THE POWER

# A GLOBAL BRAND

COMPETING WITH THE WORLD'S TOP BRANDS  
WITH OUR MANUFACTURING AND R&D CAPABILITIES



**W**hen Okuma was established, very few believed we could transform the fishing tackle industry. Yet, we were determined to keep pushing the boundaries of fishing.

Our impeccable focus on R&D elevated our standard of quality to be on par with the world's top manufacturers. In fact, we are one of the few companies in the world that possess both manufacturing and R&D capabilities, allowing us to produce exceptional yet affordable fishing tackle for anglers worldwide.

At Okuma, we believe that we all share a passion for fishing despite our differences. By working together towards common goals, we were able to spread our vision for fishing to the world. In 2010, Okuma became one of the top three fishing tackle brands of the world. While we feel pride over our achievements, we also look forward to conquering new challenges.

# DISRUPT<sup>02</sup>

## INSPIRED BY PERFECTION

Nothing is ever settled. It's how the world gets better and how we as individuals, get better. Everything we do, everything we learn, builds on the other to improve. Provided we never settle, never stop. At Okuma we advance in the same way. Whatever we do today, no matter how complete, how perfect, we can do even better tomorrow. It's an unceasing challenge, but one we embrace with passion. Because nothing stands still. In life, in nature, in fishing. And at Okuma neither do we. Rising with every challenge.

STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

# PUTTING DESIGN AT THE FOREFRONT

WINNER OF 2018 IF DESIGN AWARD AND  
EFFTEX'S "BEST ROD" AWARD

STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION


GO-CREATE  
INSPIRED BY YOU

 Epixor XT  
IF award 2018

**A**t Okuma, we believe that every detail serves a purpose. Every part of the product is an input of creativity and innovation. The design of every cutting-edge gear is the result of dedicated research and relentless testing.

Our fishing tackle design has been formally recognized by the 2018 iF Design Award for our Epixor XT

spinning reel and Efftex's "Best Rod" Award for our Helios SX Spin. At Okuma, we not only redefine the design of fishing tackle, but also the activity of fishing itself. Inspired by sports cars, Epixor XT is light yet powerful, boasting elegant curves and sturdy materials. Our goal is to unlock new possibilities for anglers and redefine their fishing experience through our innovative designs.

 Helios SX Spin  
Efftex 2018 Rod award



STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

# PURSUING MANUFACTURING EXCELLENCE

PROVIDING CUSTOMERS WITH  
THE BEST GEAR FOR FISHING  
TO ENHANCE THEIR EXPERIENCES

STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

In our commitment to excellence, we produce every single fishing tackle in-house. With control over quality and production, we guarantee that our highest quality standards will consistently surpass customer expectations. Our R&D centers strategically located near production facilities and the relentless dedication of our employees ensure the realization and continuous upgrading of every innovation.

Every step we take in manufacturing is a step towards top-quality products, from sourcing the best materials to testing products, without compromise. At Okuma, we employ the highest manufacturing standards to provide customers with the best gear for fishing, thereby enhancing their experiences.

STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

GO BEYOND  
INSPIRED BY YOU

# MAKAIRA TROLLING

DISRUPTING BIG-GAME FISHING AND  
DEFINING NEW PLAYGROUNDS



STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

**S**corching sun, salty water, and howling winds—the high seas can be a ruthless environment. It is also home to some of the most formidable fish, such as Giant Trevally, Bluefin Tuna and Marlin, to name a few. Yet, these places are great for fishing if you have the right tools with you.

Our reel allows you to take up the big-fish game of the high seas as it has never been done before.

## OUR MAKAIRA REEL IS DIRECTLY DERIVED FROM OUR "4D'S" CONCEPT

### DESIGN

Our latest innovations by implemented in a unique technology-driven design

### DRIVE

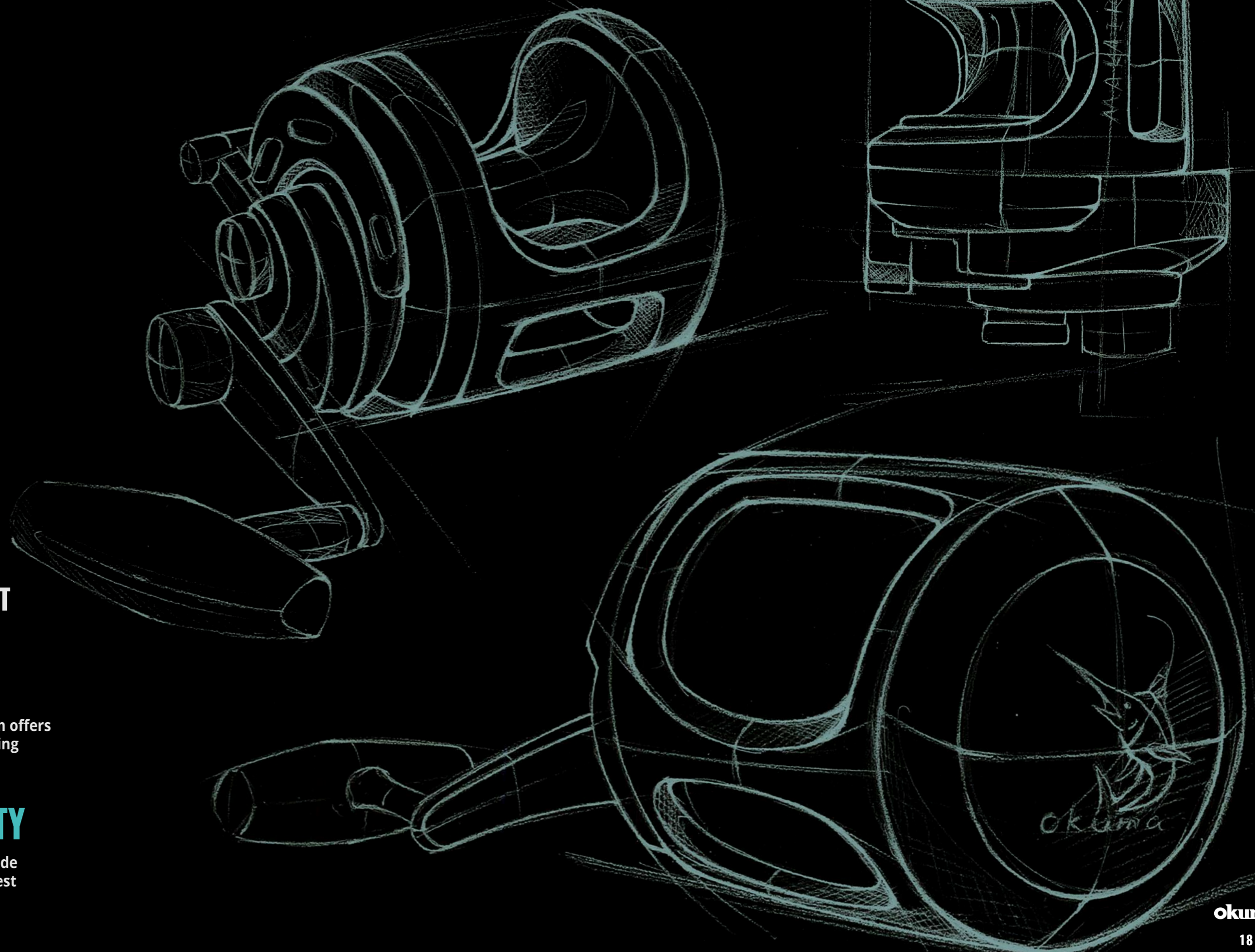
A helical drive system offers improved gear meshing and cranking power

### DRAG

The smoothness of dragging is increased to maximum levels

### DURABILITY

The equipment is made to sustain the toughest conditions



STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

**O**ur carefully selected materials and finest engineering have made it possible for the Makaira reel to hold 500kg of fish, enabling anglers to thrive in hours-long battles. Makaira Trolling reels have disrupted big-game fishing, defining new playgrounds and making you a champion of the high seas.

As Jerry Dunn, an American college basketball coach, had once said: "Don't limit your challenges. Challenge your limits."



STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

# TORSION CONTROL ARMOR

GIVING ANGLERS  
A COMPETITIVE EDGE IN FISHING

STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

**A**vid anglers understand the fine line between the catch of a lifetime and the one that got away. The century-old battle of attrition between man and fish requires unwavering stamina. Now, innovative technology equips anglers with gear that matches their uncompromising will and thus, sets a new standard for fishing.

At Okuma, we continue to embrace the challenger spirit of our fellow anglers. Never satisfied with the status quo, our R&D team set out to redefine reel design. Crafted with our C-40X carbon fiber technology, the double arm design of

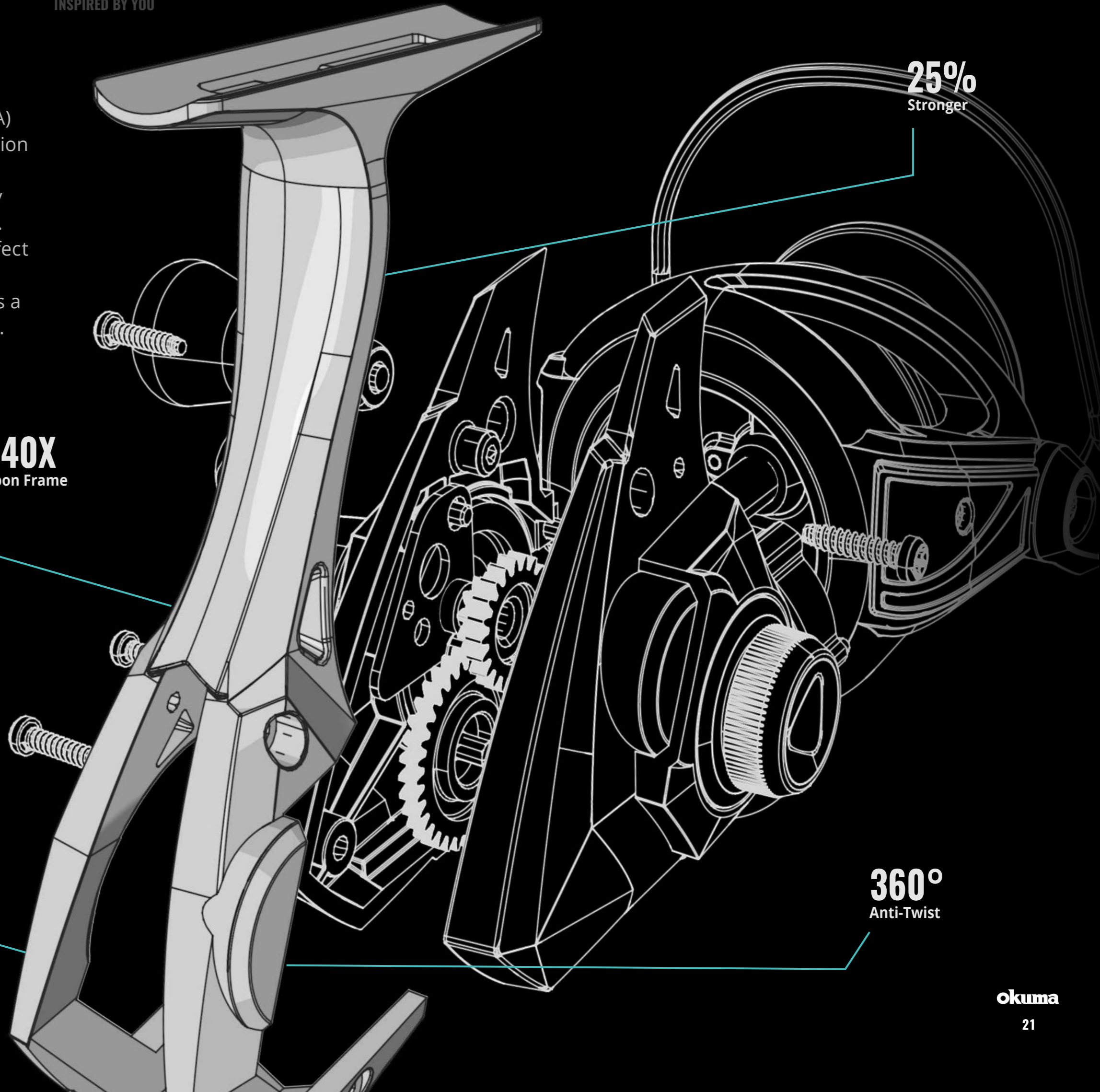
Torsion Control Armor (TCA) provides 25% stronger torsion resistance compared to traditional reels, practically eliminating reel stem twist. By keeping the gear in perfect alignment, TCA improves efficiency and gives anglers a competitive edge in fishing.

**C-40X**  
Carbon Frame

**DOUBLE**  
Arm Design

**25%**  
Stronger

**360°**  
Anti-Twist



STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

# UFR TECHNOLOGY

FREEING ANGLERS FROM THE CHOICE  
BETWEEN POWER AND SENSITIVITY



STRIVE  
INSPIRED BY TENACITY

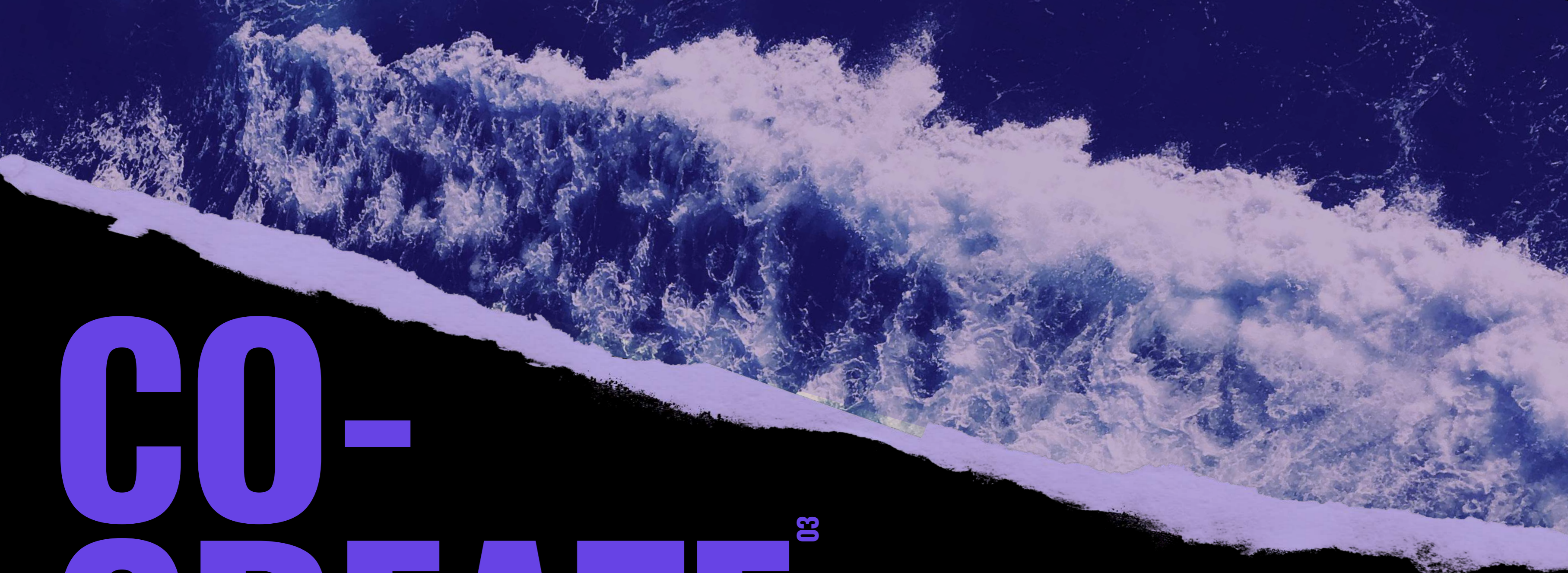
DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

When choosing a rod, anglers often face the trade-off between a powerful but bulky rod that can catch big-sized fish, or a sensitive but weaker rod that can sense the bite of the smallest fish. We address this challenge with a revolutionary tip: Ultimate Flex Reinforcement (UFR), which redefines the future generation of rods.

Developed using a patented manufacturing process, the UFR tip combines strength and agility like never before, marking a breakthrough. Our UFR technology endows our rods with a 300% increase in lifting capability and an ability to bend up to 360°.

With longitudinal fibers around the rod blanks, our rods are more powerful, yet lighter and more flexible than traditional ones. As a result, our anglers no longer need to choose between power and sensitivity.



# CO-CREATE<sup>03</sup>

## INSPIRED BY YOU

At Okuma, everything inspires us. Every cast, every fish, every success, every disappointment push us forward to more knowledge and skills. It's an evolution of excellence that never ends. At Okuma, we know that wherever we may be today, we will go even further tomorrow. Okuma, rising with every challenge.

STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

# ADVANCING WITH SHARED PASSION

OUR ACCOMPLISHMENTS HAVE BEEN MADE POSSIBLE  
BY OUR NETWORK OF RELATIONS

STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU



**A**t Okuma, our passion for fishing brings everyone together. Many of us at Okuma are avid anglers ourselves. We always bring our love for fishing into the workplace after a weekend of adventure. To facilitate dialogues and bring people together even more closely, we hold a variety of events during the year for employees to connect with one another and with the public, including trade shows. It is our shared passion that bonds us, fuels our work, and pushes the limits of fishing further.

STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

# LEVERAGING SUPPORT FROM **THE PROS**

PROS, OUR GO-TO SOURCE FOR INSPIRATION

STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

With an inexhaustible fervor and hunger for fishing, professional anglers have always been the source of inspiration for Okuma. Our work with leading pros around the world has enriched our understanding of fishing and inspired us with ways to continue pushing limits.

We deeply value the educational and motivational role that pros play as our partners. Even as a global brand, we remain humble and leverage support from others. While we support pros with the best gear, they also inspire us to create better products and continuously push the boundaries of fishing.



**"THERE WAS A MAN, WHO STARTED TALKING WITH MY DAD,  
AND GAVE ME HIS ROD WITH A LURE (IT WAS A SPOON) TO TRY IT.  
IT WAS ONLY 5 CAST AND BAMM! IT WAS AWESOME, WHAT STARTED ME  
ON THE ROAD. NOW, I'M A FANATIC LURE FISHERMAN."**

**Balázs Számfira**

Hungary

**"FISHING CONSUMES MY EVERY THOUGHT AND THIS DRIVES ME TO FISH,  
NO MATTER THE CONDITIONS THROWN AT ME."**

**Jeff Wilton**

Australia



**"IN FISHING, WHAT INSPIRES ME THE MOST IS MOVING  
CONVENTIONAL BOUNDARIES."**

**Marin Huzjak**

Croatia

STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

# CONNECTING WITH ANGLERS

A CULTURE BASED ON  
LISTENING AND UNDERSTANDING

Our culture is based on listening and understanding. We don't build without thinking, and we don't start thinking before asking anglers what they truly need. Travelling across the globe to discover the ingenuity and determination of anglers has been the greatest source of inspiration for us.

Near the Great Lakes in northern United States, the life of salmon anglers can become quite extreme. 10, 12, 16...it is hard to count how many reels and rods they bring on their boats. They embrace new challenges without any fear. After learning more about their needs, we created the Magda: a breakthrough line-counter reel much more accessible than anything else that existed at the time. Today, 15 years later, the vast majority of reels on Lake Michigan are by Okuma, an angler's best companion for adventure.

In the northwest, salmon and steelhead anglers use as many techniques as fish species when fishing. From a boat or along the shore, they cast, drift, and troll. We listened, as anglers shared their fishing style with us. From these conversations, we made specialized rods for all sorts of preferred fishing methods. We worked especially hard to make these high-end rods accessible to all, from long-time fishing addicts to younger anglers. Now, Okuma is the brand of choice for anglers in the northwest, which made us very proud.



STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

# CULTIVATING A COLLABORATIVE SPIRIT

LEVERAGING PARTNERS TO MOVE FORWARD

STRIVE  
INSPIRED BY TENACITY

DISRUPT  
INSPIRED BY PERFECTION

CO-CREATE  
INSPIRED BY YOU

**O**ur teams around the world cultivate a spirit of independence and collaboration. At Okuma, we believe everyone can have their voices heard. Collaboration drives Okuma forward every day. We encourage bold initiatives not only within our company, but also beyond to our suppliers and retailers.

Partners represent Okuma in their communities and play critical roles in driving our success. From our worldwide dynamism for co-creation, we have been able to discern global challenges faced by anglers to constantly frame a new outlook on the future of fishing.

# REDEFINING THE FUTURE OF FISHING

**WE AIM FOR A BRIGHTER FUTURE  
FOR FISHING**

**F**ishing is an activity passed down through generations. Many of us were first introduced to fishing by our parents and grandparents. Yet, in a rapidly changing world, the passion for fishing has been diminishing. At the same time, increasingly more people are feeling disconnected from nature, while constantly under stress amidst the rapid pace of modern society. This feeling is particularly shared among young people.

At Okuma, we believe fishing can help address this condition. We want young people to discover the excitement of fishing. We want to encourage them to take a break, breathe deeply, and realize that what is essential is right in front of their eyes. It's time to go on a true adventure!

We want to reconnect with younger generations via fishing. Our mission is to give the best fishing experience to all anglers, young or old, beginner or advanced, early birds or night owls. This applies to all those who pursue fierce, giant tuna or swift, jumping bass, and those who explore fishing in mountain lakes, city canals or rough seas.

Wherever, whenever, and whoever you are, we will keep developing and providing you the best gear for the ultimate fishing experience.

**RISING WITH EVERY CHALLENGE.**



okuma



**okuma**  
INSPIRED FISHING