December 25th, 2019

Company name: RAKSUL INC.
Representative: Yasukane Matsumoto
Representative Director, President and CEO
(TSE First Section Code No. 4384)
Contact: Yo Nagami
Director, CFO

Announcement of the release of Hacobel's 4th anniversary infographic

Our logistics business "Hacobell", which was launched in December 2015, celebrated its 4th year anniversary this year. We are pleased to announce the release of an infographic that visualizes the growth story of the business.

For further details, please refer to the attached press release.

PRESS RELEASE

To media representatives

December 25, 2019
RAKSUL INC.

Celebrating four years of Hacobell with an infographic of our growth story



RAKSUL INC. (HQ: Shinagawa-ku, Tokyo; Representative & CEO: Yasukane Matsumoto) celebrated the fourth anniversary of the launch of its logistics sharing platform, Hacobell. We are releasing a new infographic website that visualizes the growth of Hacobell since its inception in December 2015.

■ **Hacobell 4th anniversary infographic website**
https://lp.hacobell.com/infographic/2019
※Data as of 30th November 2019



The cumulative number of transactions as of December 2018 is 108,232. By November 2019, this number has grown to 224,138. Besides the steady growth in the lightweight freight service “Hacobell Cargo”, the heavyweight freight service “Hacobell Connect” which was launched in February 2019 has also been growing rapidly.



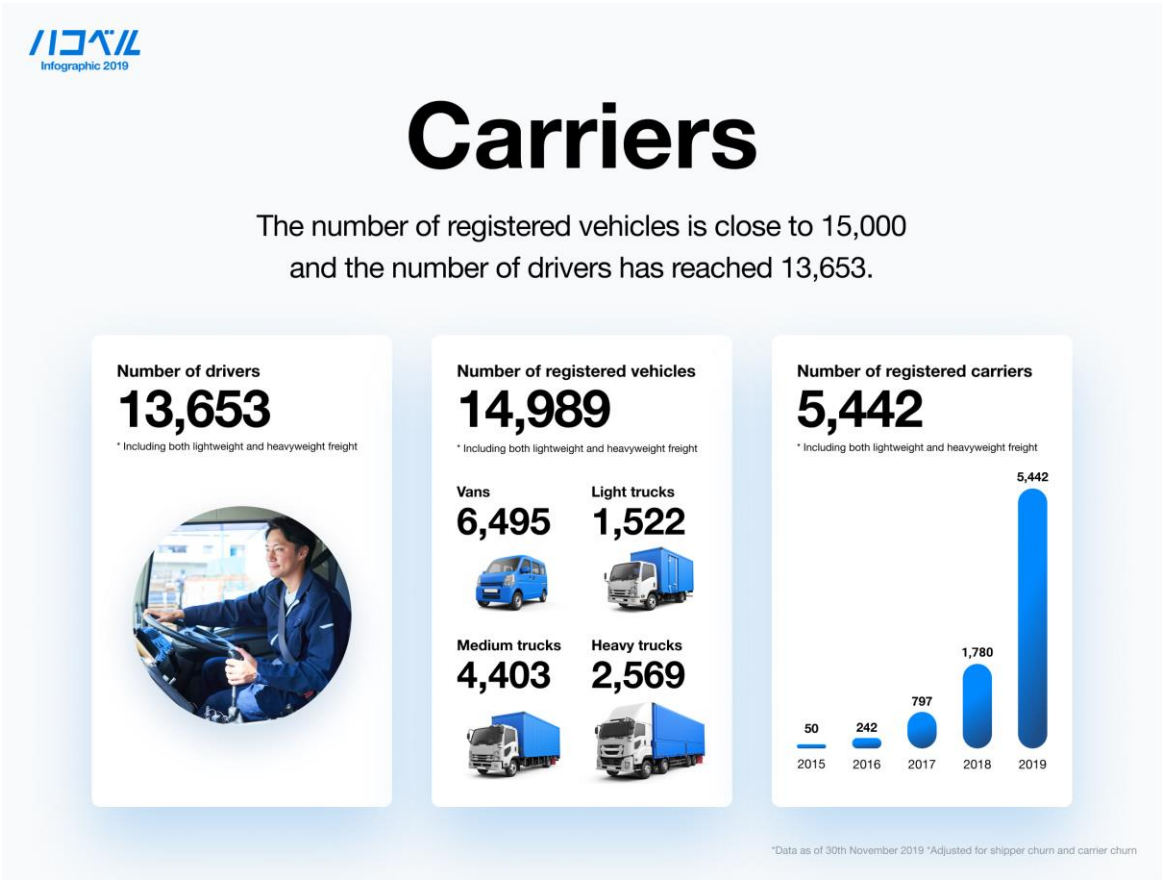
Hacobell is able to cater to a wide variety of customer needs.



We are maintaining high service quality while scaling the business rapidly.



Our ability to timely match shippers with carriers is appealing to large enterprise clients.



In the past year, the number of registered carriers for all types of vehicles grew about 3 times, and the number of registered drivers grew about 4 times.

※Adjusted for shipper churn and carrier churn



In 2019, Hacobell moved to a new office, built a strong team and hosted many insightful exchange events with industry partners.

In February this year, we launched Hacobell Connect, which is a platform that manages intra-city and inter-city logistics. With this launch, we are able to develop new solutions to cater to more of our users' needs. We have many new features in the development pipeline, such as data analytics, vehicle dispatching sheet and ETC linkage. We are excited for more growth and innovation to come.

【About Raksul Inc.】

RAKSUL is a technology company with the vision of “Better Systems, Better World”. We believe that the Internet can help redesign the structure and the value chain of conventional industries. Currently, we have a printing and offline advertising sharing platform (Raksul) and a logistics sharing platform (Hacobell).

For any inquiries, please contact our IR department
Email: ir@raksul.com
IR Information: http://corp.raksul.com/en/