



3Q cumulative operating income grew 260% YoY
The future impact of the novel coronavirus outbreak
needs to be assessed

March 17, 2020
ASKUL Corporation

Note:

This material contains the ASKUL Group's current plans and performance outlook. These plans, forecasts, and other forward-looking statements represent ASKUL's plans and forecasts based on information that is currently available. Actual performance may differ from these plans and forecasts due to a variety of conditions and factors that could occur in the future. This material does not represent promises or guarantees regarding the achievement of these plans. This material has not been audited by certified public accountants or auditing firms.

For the purpose of this material, LOHACO refers to the online mail-order business for general consumers launched in October 2012 in alliance with Yahoo Japan Corporation.

B-to-B refers to business-to-business transactions. B-to-C refers to business-to-consumer transactions.

MRO refers to Maintenance, Repair and Operation, and in this material primarily refers to indirect materials consumed at work sites by companies.

Since the presentation of the overview of consolidated financial statements for the fiscal year ended May 31, 2016, ASKUL has been reporting its operating performances by dividing its organization into the segments of the E-commerce business, Logistics business, and Other. The E-commerce business deals with sales of OA and PC supplies, stationery, office living supplies, office furniture, foods, alcoholic beverages, pharmaceuticals, cosmetics, etc. The logistics business refers to logistics and package transport services that target corporations.

As abbreviations of ASKUL Logi Park, ASKUL Value Center and Open Platform by ASKUL, the acronyms "ALP," "AVC," "OPA" are used, respectively, in this material.

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- I Consolidated Performance for 3Q FY5/2020
- II Business Strategies for the Future

3Q FY5/2020 Consolidated Performance

(¥million)	Cumulative results for 3Q FY5/ 2019		Cumulative results for 3Q FY5/ 2020		
	Actual	% of net sales %	Actual	% of net sales %	YoY change %
Net Sales	288,508	100.0	299,439	100.0	+3.8
Gross Profit	68,125	23.6	71,002	23.7	+4.2
Selling, General and Administrative Expenses	65,694	22.8	64,666	21.6	-1.6
Operating Income	2,431	0.8	6,335	2.1	+160.5
Ordinary Income	2,322	0.8	6,248	2.1	+169.0
Net Income Attributable to Owners of the Parent	1,115	0.4	4,116	1.4	+268.9

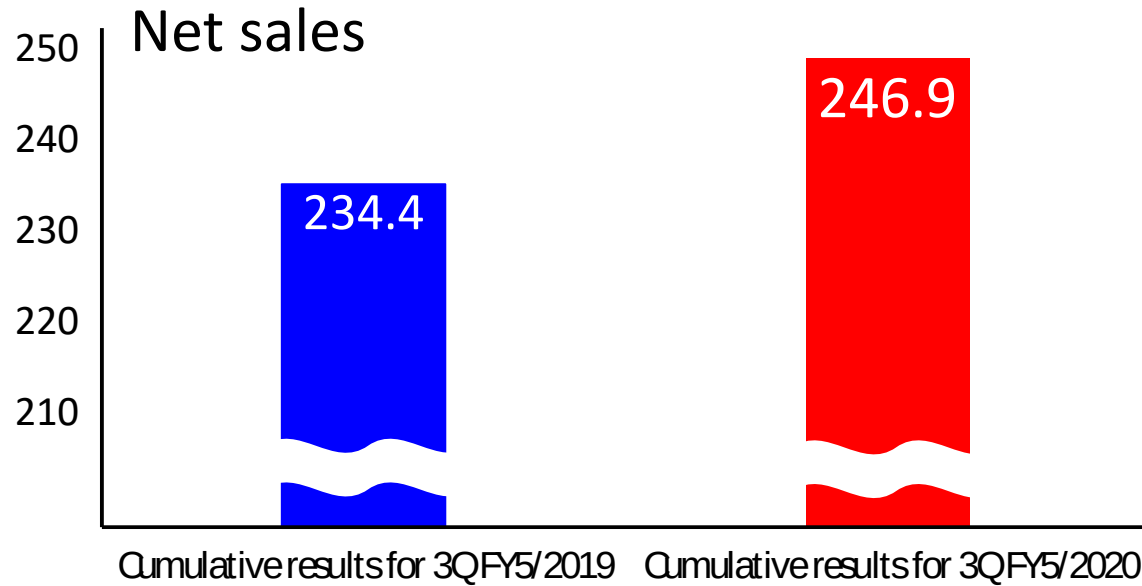
- Net sales **+3.8%**
- Gross profit margin
Up 0.1 points YoY
- SG&A expenses ratio
Down 1.2 points YoY
- Achieved a significant
increase in operating
income,
ordinary income,
and net income

Comparison of Consolidated Performance in 3Q FY5/2020 (By Business)

			FY52019				FY5/2020				
			1Q	2Q	3Q	4Q	1Q	2Q	3Q	YoYChange	YoYChange %
Net Sales	B-to-Bbusiness		76.3	79.2	78.8	81.4	79.5	84.4	82.9	41	+5.2
		LCHACO	12.5	13.1	13.1	12.4	12.3	11.7	11.3	(18)	-14.1
	B-to-Cbusiness(including Charm)		15.9	16.6	16.6	15.9	16.0	15.6	14.9	(17)	-10.7
	E-commerce business		92.3	95.9	95.5	97.3	95.5	100.1	97.8	23	+2.4
	Logisticsbusinessand other		1.6	1.5	1.5	1.6	2.3	1.5	1.9	4	+27.8
	Consolidated total		93.9	97.4	97.0	98.9	97.8	101.7	99.8	27	+2.8
Operating income	B-to-Bbusiness		2.6	3.6	3.7	4.1	3.0	3.7	4.6	8	+23.8
		LCHACO	(2.6)	(2.3)	(2.1)	(1.9)	(1.7)	(1.7)	(1.4)	7	-
	B-to-Cbusiness(including Charm)		(2.6)	(2.3)	(2.1)	(1.9)	(1.8)	(1.7)	(1.5)	6	-
	E-commerce business		0.0	1.2	1.5	2.2	1.2	2.0	3.1	15	+98.9
	Logisticsbusinessand other		0.0	(0.1)	(0.1)	(0.1)	0.2	0.0	(0.2)	0	-
	Consolidated total		(0.1)	1.1	1.4	2.0	1.4	1.9	2.8	14	+104.5

3Q FY5/20 Consolidated Performance (BtoB Business)

(¥billion)

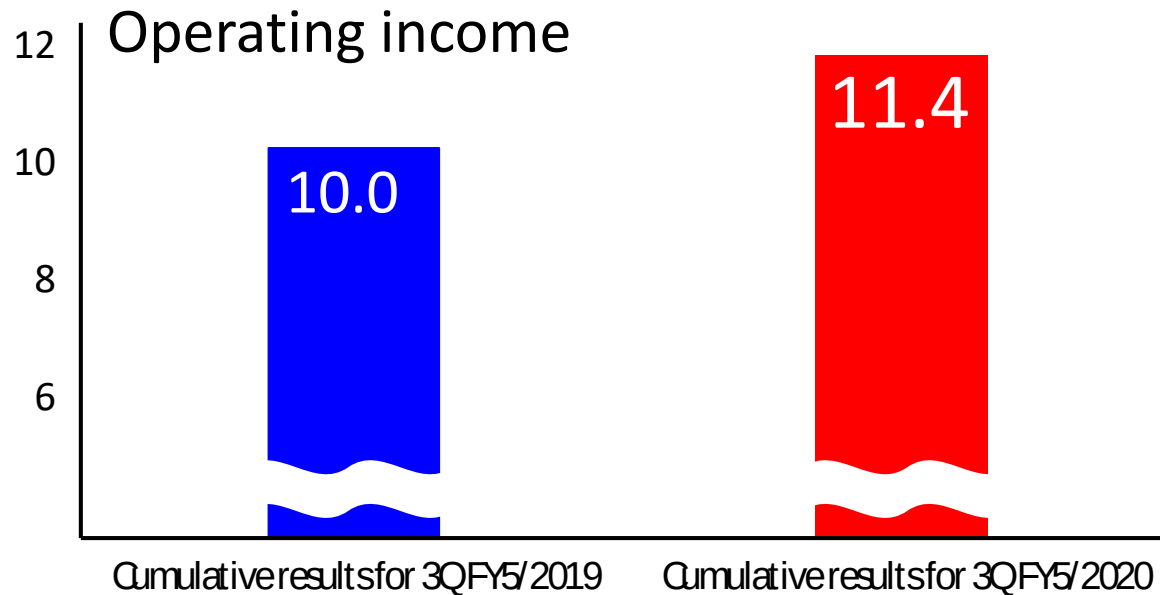


➤ Net sales

Up 5.4% YoY

Sales of long-tail products maintained high growth (up 24% YoY)

(¥billion)

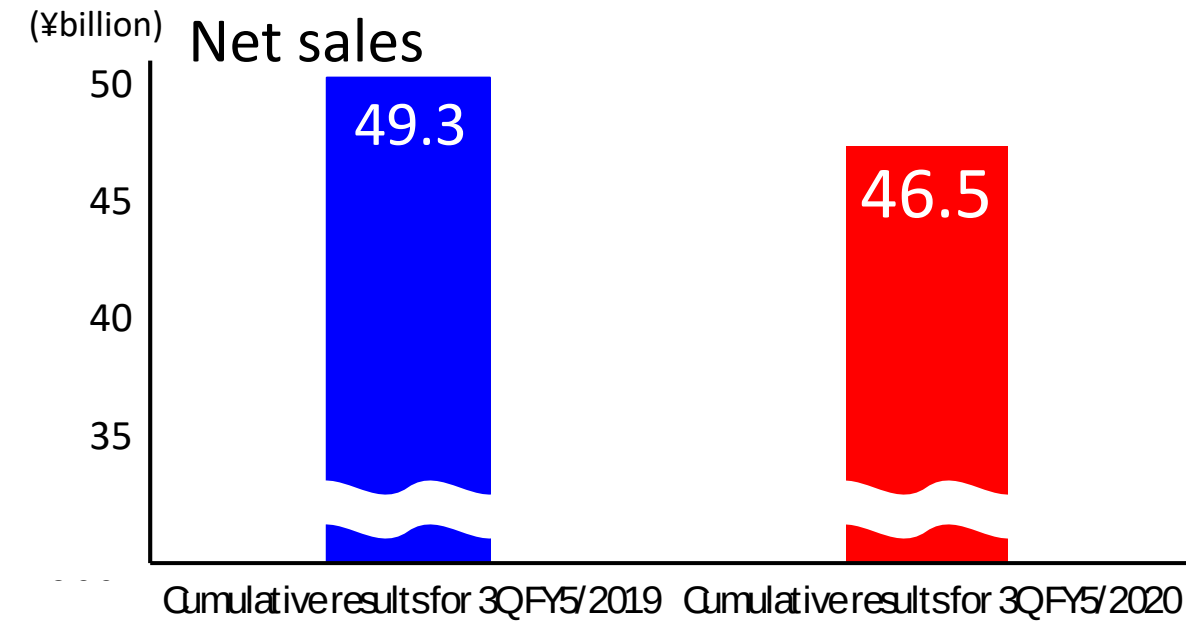


➤ Operating income

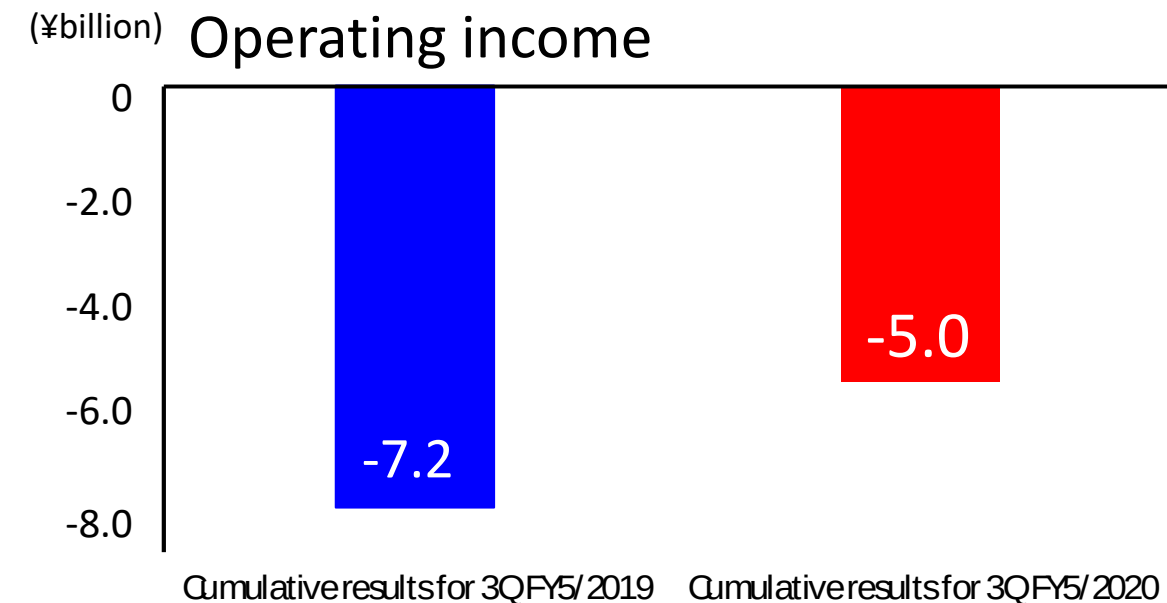
Up 14.2% YoY

Profit growth accelerated despite the impact of the consumption tax increase

3Q FY5/20 Consolidated Performance (BtoC Business)



- **Net sales**
Down 5.6% YoY
Prioritized structural reform
Continued to pursue selection and concentration

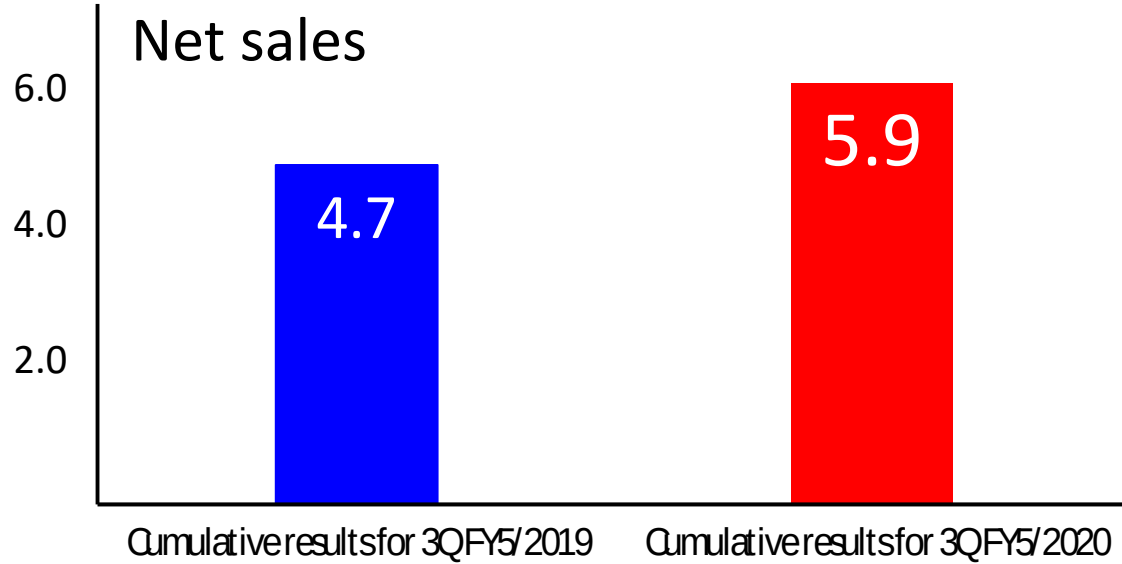


- **Operating income**
Up ¥2.1 billion YoY
Structural progress toward turnaround to profitability progressed steadily
(LOHACO: Gross profit margin improvement of 1.7 points and a variable cost ratio reduction of 3.0 points)

3Q FY5/20 Consolidated Performance (Logistics Business and Others)

(¥billion)

Net sales



➤ Net sales

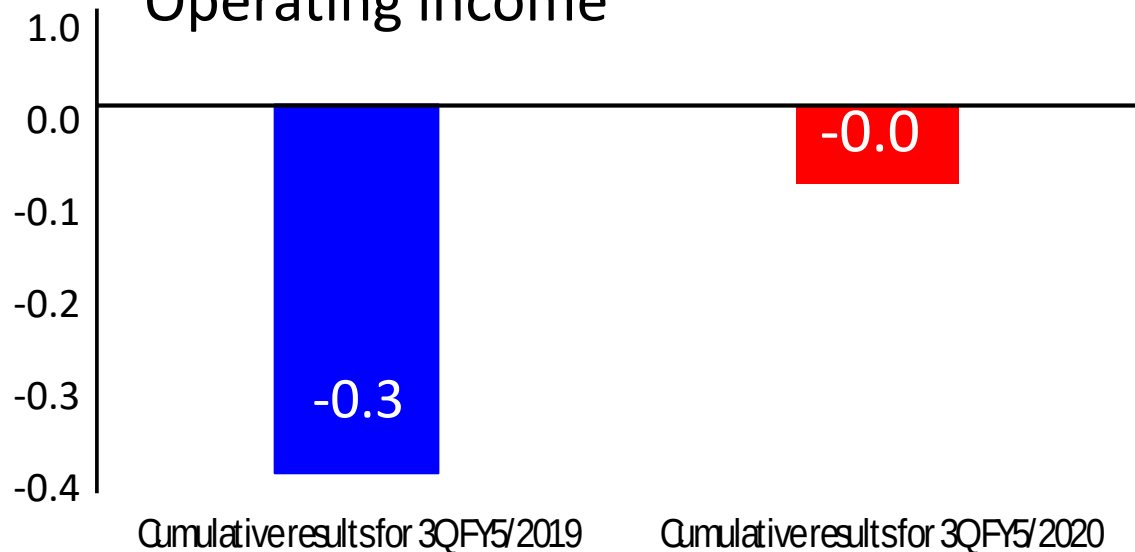
Up 24.0% YoY

Expansion of delivery service operations contracted out by companies outside the Group

Recorded large amount of AM fees* in 1Q

(¥billion)

Operating income



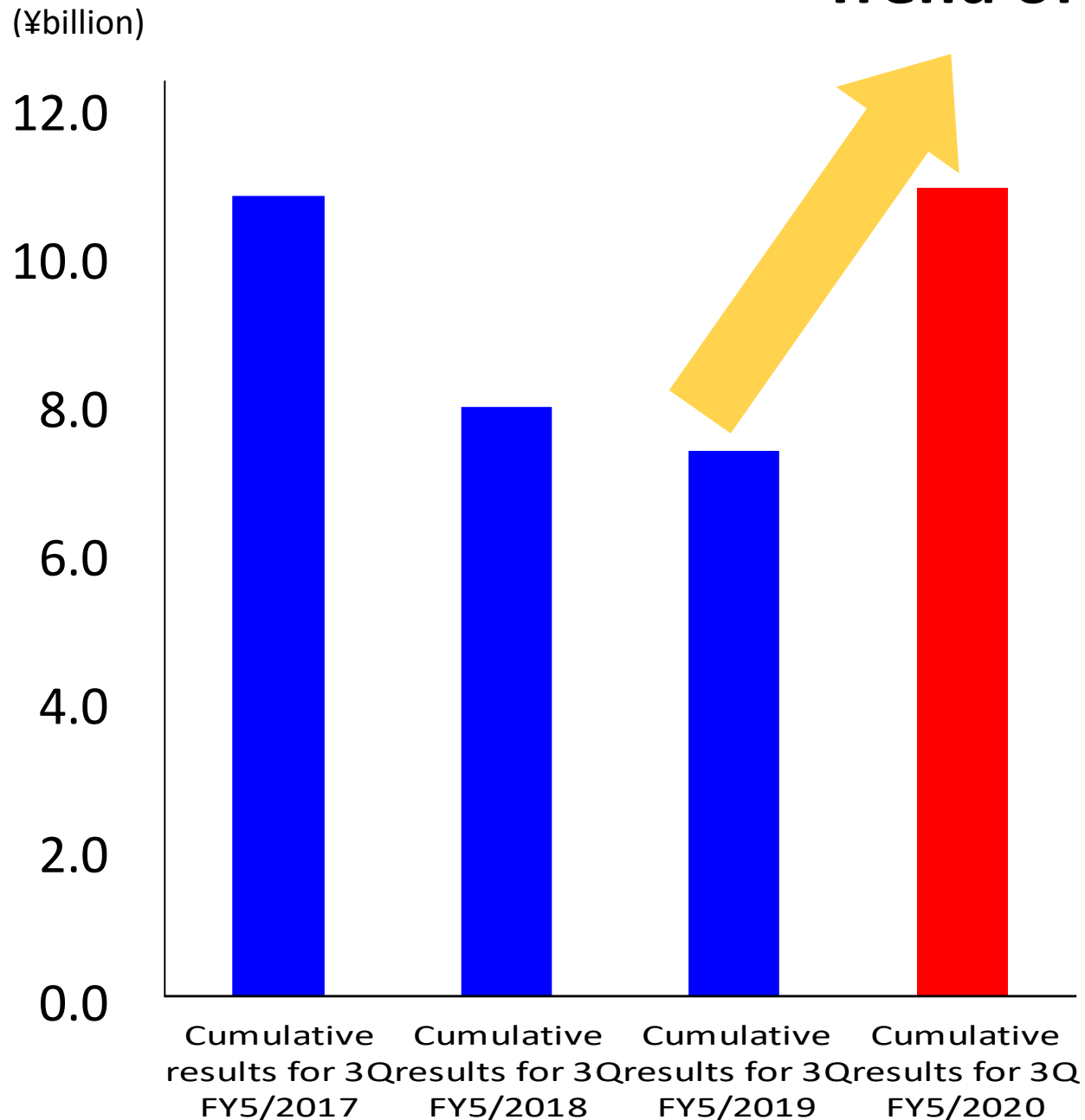
➤ Operating income

Up ¥0.2 billion YoY

Recorded upfront costs (rent) of 0.2 billion yen for the 3PL business, which will be launched successively

* AM fees: Fees received as consideration for the asset management service provided by Eco Properties Corporation, a consolidated subsidiary of the Group

Trend of EBITDA



**Steadily on track
to reaching
a record high**

Novel Coronavirus Infection Prevention Measures

- ✓ Anti-coronavirus measures at logistics centers
 - Wear face masks at all times (speaking with others while not wearing a face mask is prohibited).
 - Rigid enforcement of handwashing and disinfection of hands using alcohol-based antiseptics.
 - Stop provision of buffet style meals and strengthen disinfection at the dining area.
 - Conduct body temperature checks before entering the workplace (persons with a fever of 37.5°C or more will not be admitted to logistics centers).
 - Formulate a business continuity plan in the event of the occurrence of coronavirus patients.
- ✓ Anti-coronavirus measures at offices
 - Persons with a fever of 37.5°C or more, as well as persons who have had close contact with said person, are prohibited from entering the workplace.
 - Eliminate the limit on the number of days allow for telework, abolish the core work time, and promote staggered commuting.
 - Basically prohibit client visits, participation in business dining/seminars, and domestic and overseas business trips.
 - Basically prohibit accepting visitors (for unavoidable visits, temperature check must be performed at the reception area).
 - Prohibit meetings with 10 or more attendees.
 - Cancel company organized events (morning assembly, events related to LOHACO EC Marketing lab, etc.).

Impact of Novel Coronavirus Outbreak

Present

- ✓ Hygiene items (masks, antiseptic solutions), etc., out of stock
- ✓ Emergency response to sudden increase in orders for household paper products, etc.

Suspended accepting orders at LOHACO Main Store from March 4 to 6 (48 hours).

⇒ Emergency measures to respond to a sudden increase in logistics volume. The number of days required for delivery has increased as a result of the increase in logistics volume.

In the BtoB Business, the adjustment of logistics volume was implemented by means such as setting limits on the number of items customers can purchase and ending sales promotions.

In the future

- ✓ Unstable supply of Chinese products.

More than 20% of product items in stock are Chinese products.

- ✓ Decrease in demand in the BtoB Business.

Effects of telework, etc., and stagnation of corporate activities in service businesses, etc.

Consider and implement measures to minimize adverse impact on earnings

FY5/2020 Consolidated Financial Forecasts

(¥billion)	FY5/2019		FY5/2020		
	Actual	% of net %	Plan	% of net %	YoY change %
Net Sales	387.4	100.0	404.0	100.0	+4.3
Gross Profit	91.6	23.6	97.6	24.2	+6.5
Selling, General and Administrative Expenses	87.0	22.5	88.8	22.0	+2.0
Operating Income	4.5	1.2	8.8	2.2	+94.7
Ordinary Income	4.4	1.1	8.6	2.1	+94.6
Net Income Attributable to Owners of the Parent	0.4	0.1	5.4	1.3	+1,143.1

The impact of the novel
coronavirus outbreak is
unclear

Keep the period-
start plan
unchanged

- I Consolidated Performance for 3Q FY5/2020
- II Business Strategies for the Future

LOHACO is making steady progress in structural reform toward returning to profitability

Going forward, we will further strengthen selection and concentration toward achieving profitability by FY5/2023

In the BtoB business, continue on a steady growth path

Continue focusing on expanding the number of customers and long-tail products by implementing E-commerce strategies

BtoC

Targeting consumers



LOHACO

Further strengthen selection and concentration

Achieve the profit plan for FY5/2020 and turn to profitability by FY5/2023

Focus point (i) Further increase gross profit margin

- ✓ Accelerate the speed of development of products with unique values and strengthen strategic categories

Focus point (ii) Achieve both reduction in logistics costs and improvement of delivery service quality

- ✓ Pursue differentiation by honing the strength of in-house logistics (from operation of logistics centers to delivery service)

Focus point (iii) Further strengthen collaboration with Yahoo

- ✓ Strengthen website functions and sales promotion at LOHACO PayPay Mall Store through collaboration with Yahoo to expand net sales at the Store
- ✓ LOHACO Main Store will pursue the reduction of software investment, cost reduction such as SG&A expenses, and revision or abolition, etc. of services to lower the break-even point toward improving the profit structure

The outline of the plan to turn LOHACO to profitability will be released by the time the full-year financial results for FY5/2020 are released (in July 2020)

Changes that occurred in 3Q FY5/2020

Favorable changes

- ✓ Expansion of sales share at LOHACO PayPay Mall
 - (1) Acquisition of new customers
 - (2) Reduction in fixed costs
- ✓ Improvement in gross profit margin
 - (1) Improvement of net sales percentage
 - (2) Expansion of advertising fee income
- ✓ Improvement in variable cost ratio
 - (1) Reduction in delivery costs
 - (2) Reduction in storage expenses

Challenges

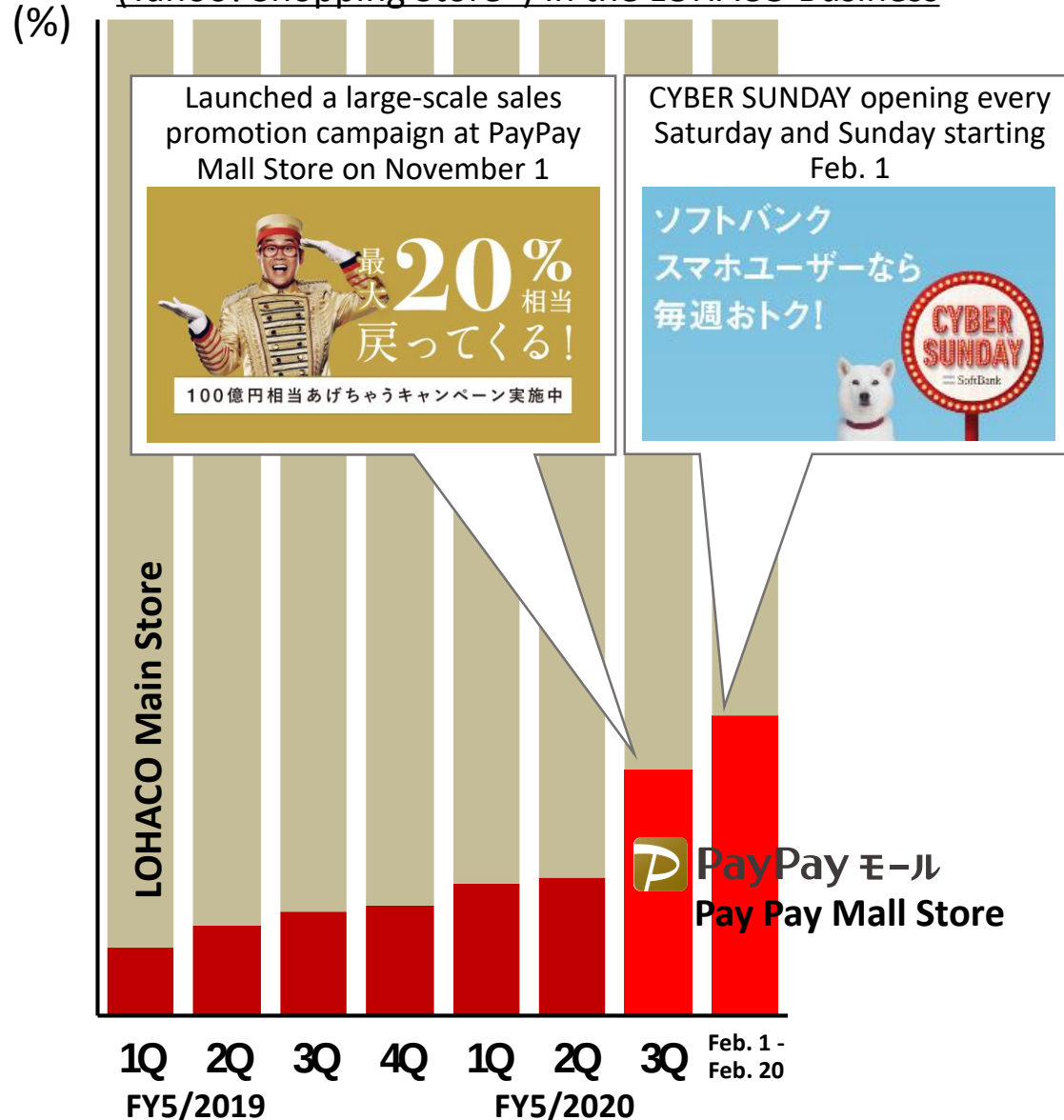
- ✓ Slow expansion of sales share of original products
 - Due to the expansion of sales share at LOHACO PayPay Mall Store (in which the purchase ratio for maker's products is high)
 - ⇒ Strengthen customer appeal at LOHACO PayPay Mall Store and work toward returning to growth at the LOHACO Main Store

Good Points

Expansion of Sales Share at LOHACO PayPay Mall Store

Expansion of Sales Share at LOHACO PayPay Mall Store

Share of sales at PayPay Mall Store
(Yahoo! Shopping Store*) in the LOHACO Business



Share of sales at PayPay Mall Store
in the LOHACO Business

3Q FY5/2020

Feb. 1 – Feb. 20

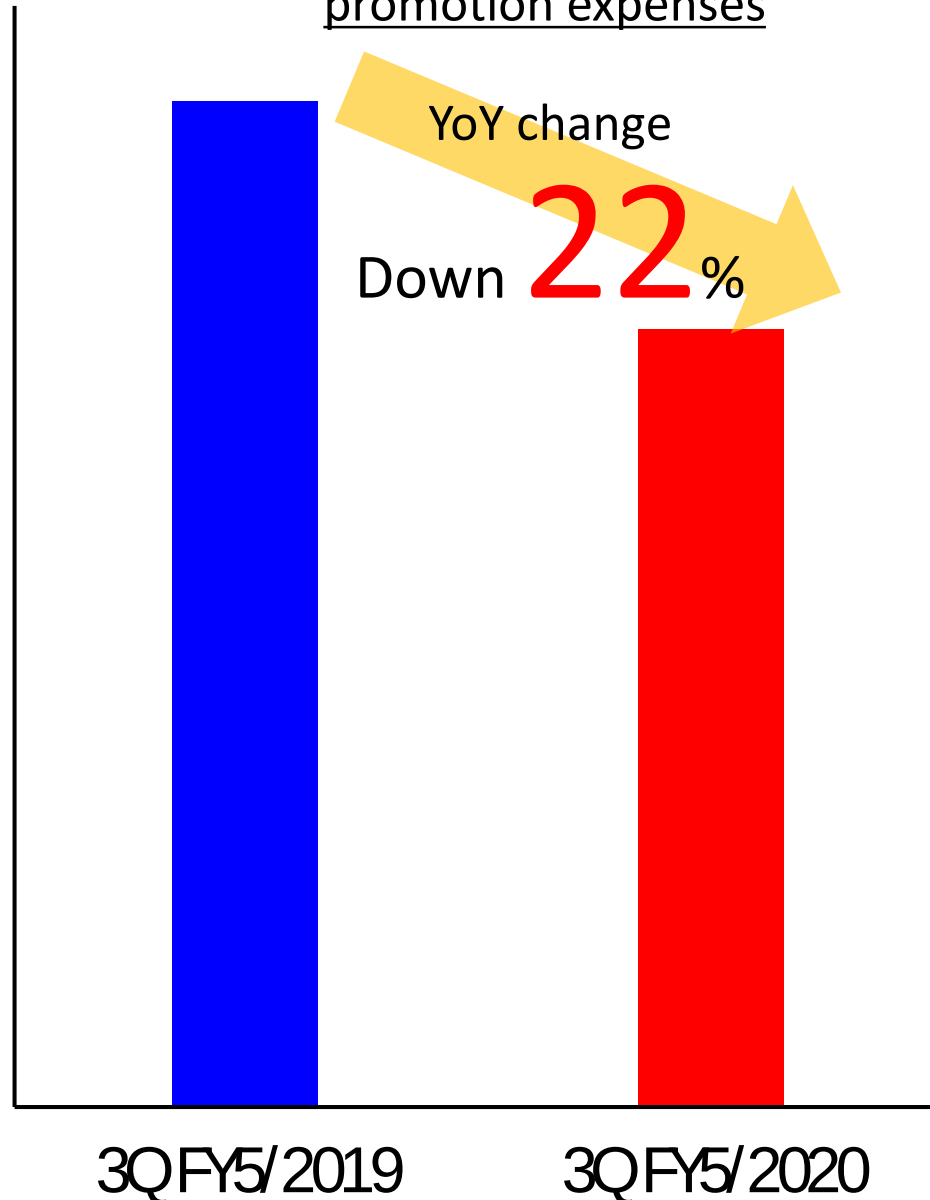
Over 24% ⇒ Over 30%

Reduction in fixed costs
+
Efficient acquisition of
new customers

* Following the opening of the store on PayPay Mall launched on October 16, 2019, LOHACO Yahoo! Shopping Store moved to LOHACO PayPay Mall Store.

Reduction of LOHACO's Fixed Costs

(Yen) LOHACO's advertising expenses and sales
promotion expenses



Reduced sales promotion expenses
and improved efficiency through the
expansion of sales share of
LOHACO PayPay Mall Store

Achieve further structural transformation
by expanding reduction items

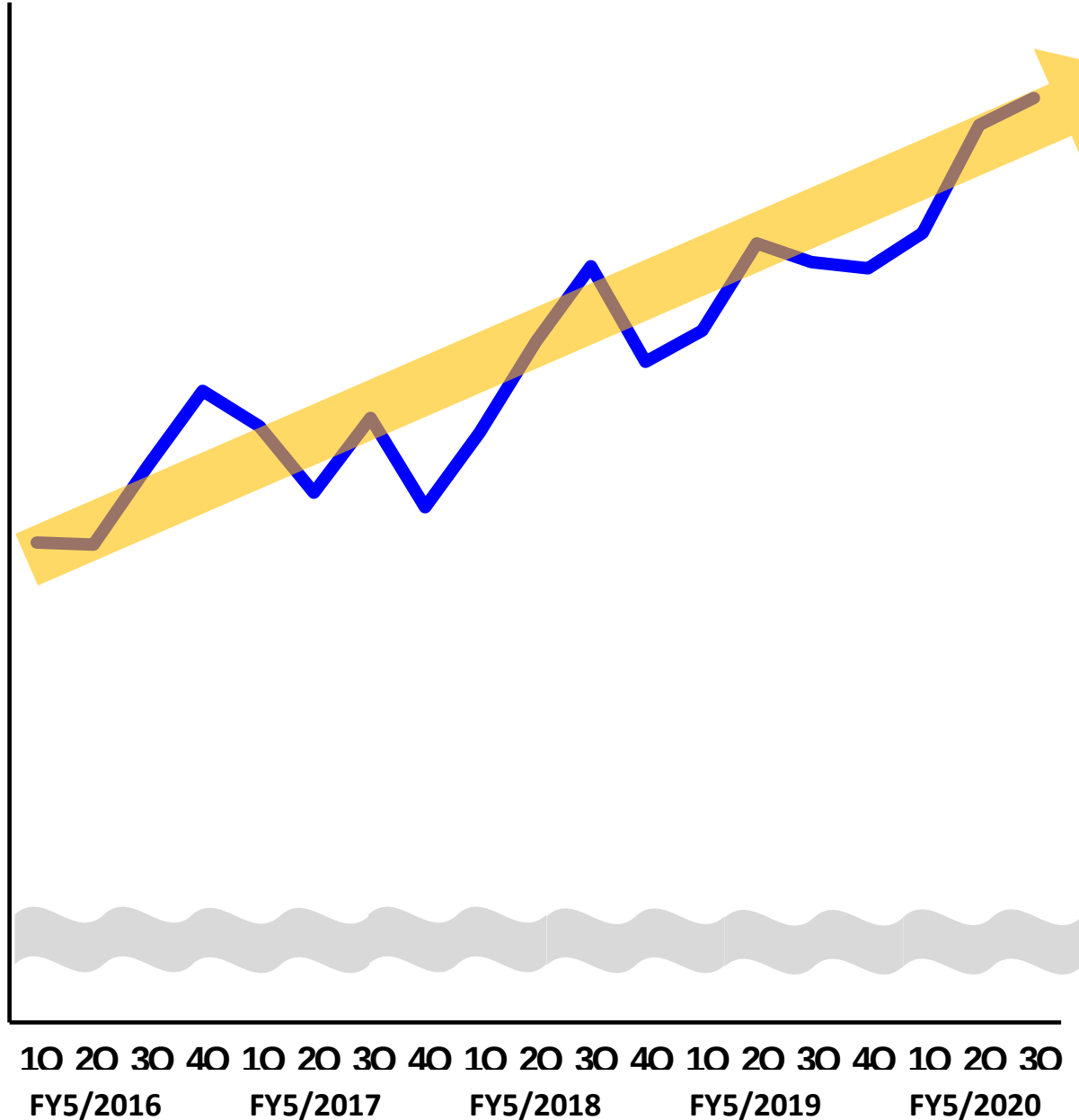
Started considering the use of the
system infrastructure provided
by Yahoo! Japan
also at LOHACO Main Store

Good Points

Increase in Gross Profit Margin and
Improvement in Variable Cost Ratio

(%)

LOHACO's Gross Profit Margin



FY5/2020 3Q cumulative results

(YoY change) **Up 1.7pt**

Improvement in product gross margin +1.1pt

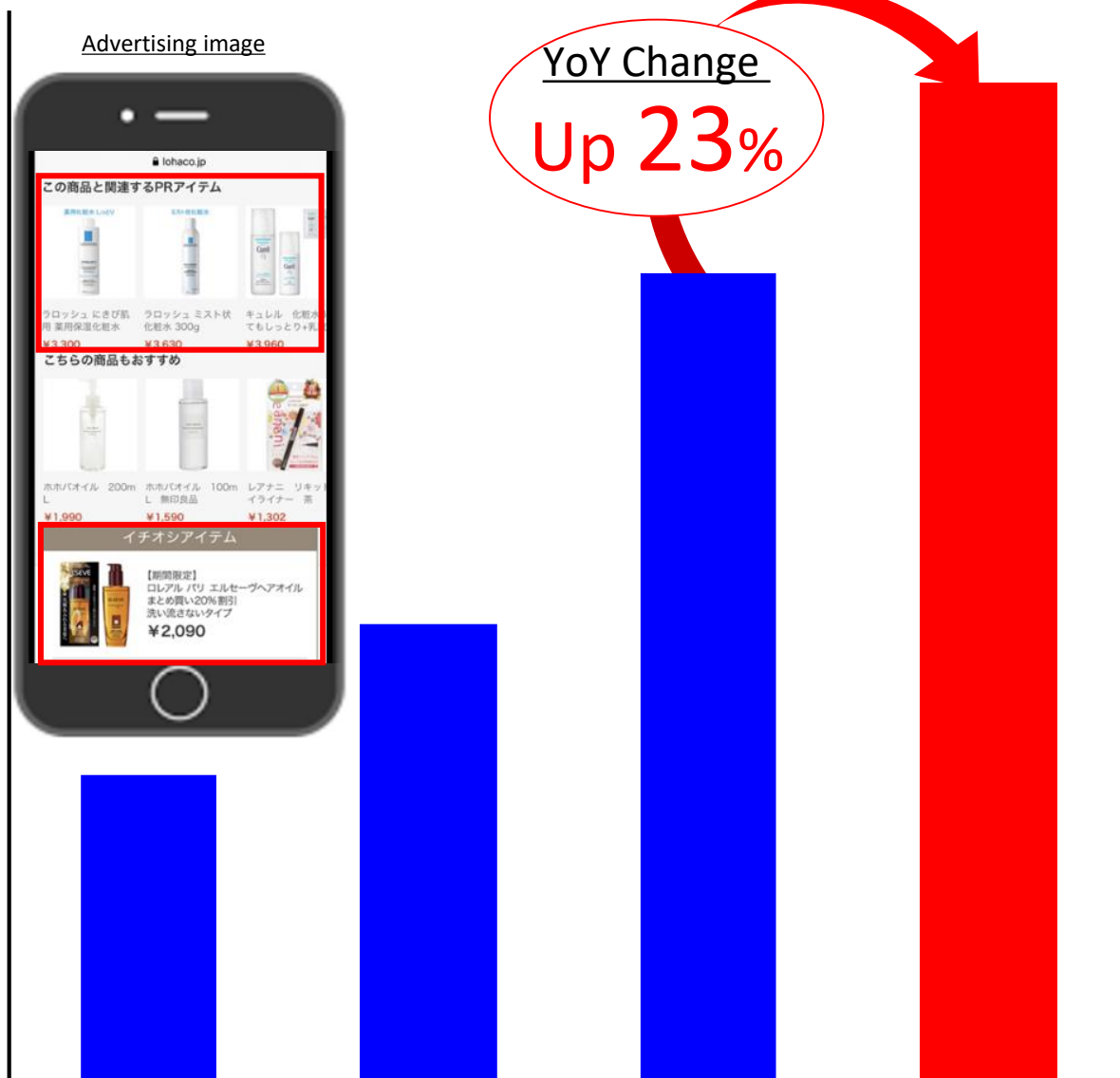
Improvement in category mix +0.6pt

Improvement in Gross Profit Margin

Advertising Fee Income

(Yen)

Advertising fee income

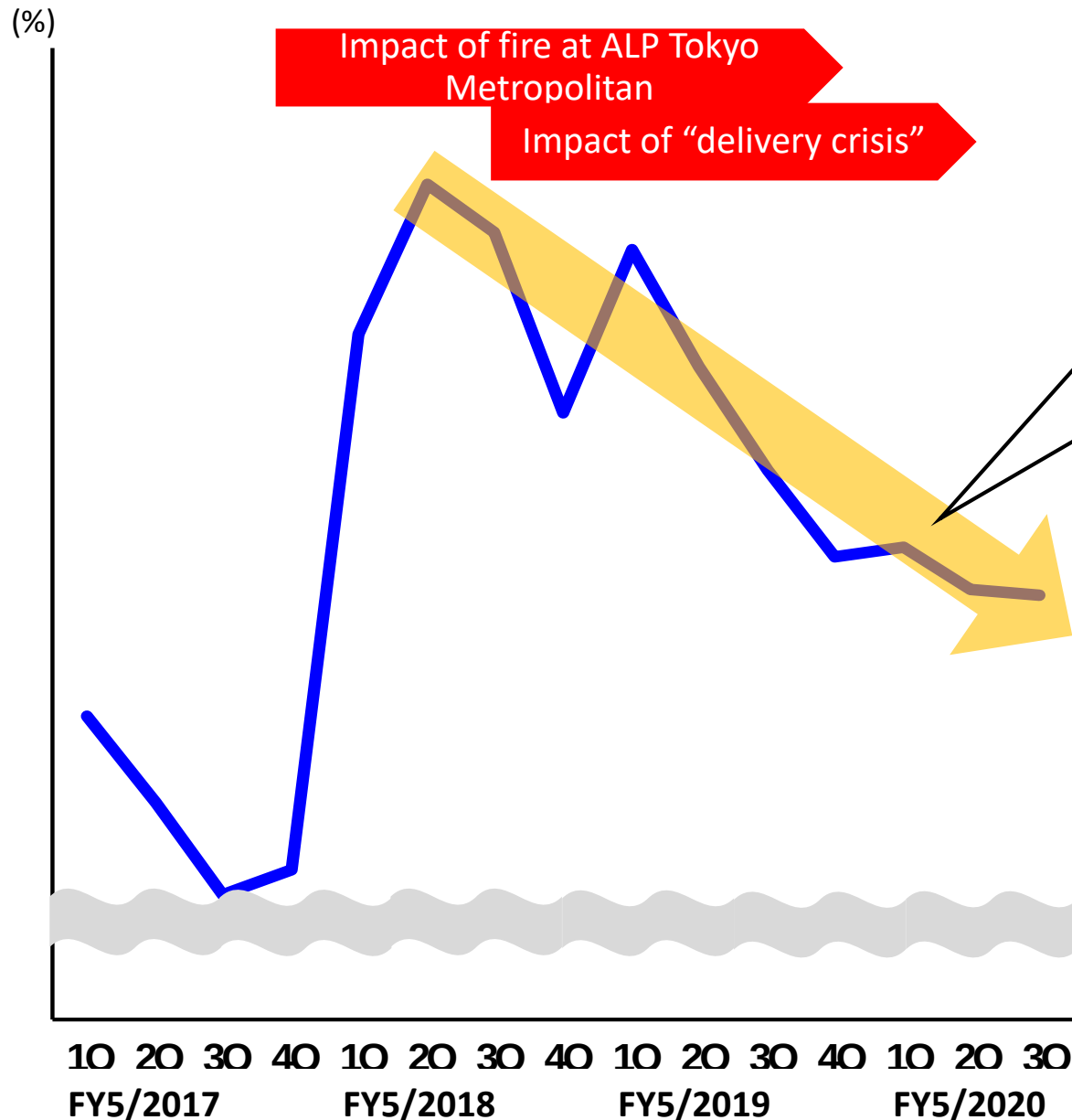


Strengthen strategic categories/products, etc., by using big data

Maintain a win-win relationship with makers

Cumulative results for 3QFY5/2017 Cumulative results for 3QFY5/2018 Cumulative results for 3QFY5/2019 Cumulative results for 3QFY5/2020

LOHACO's Variable Cost Ratio

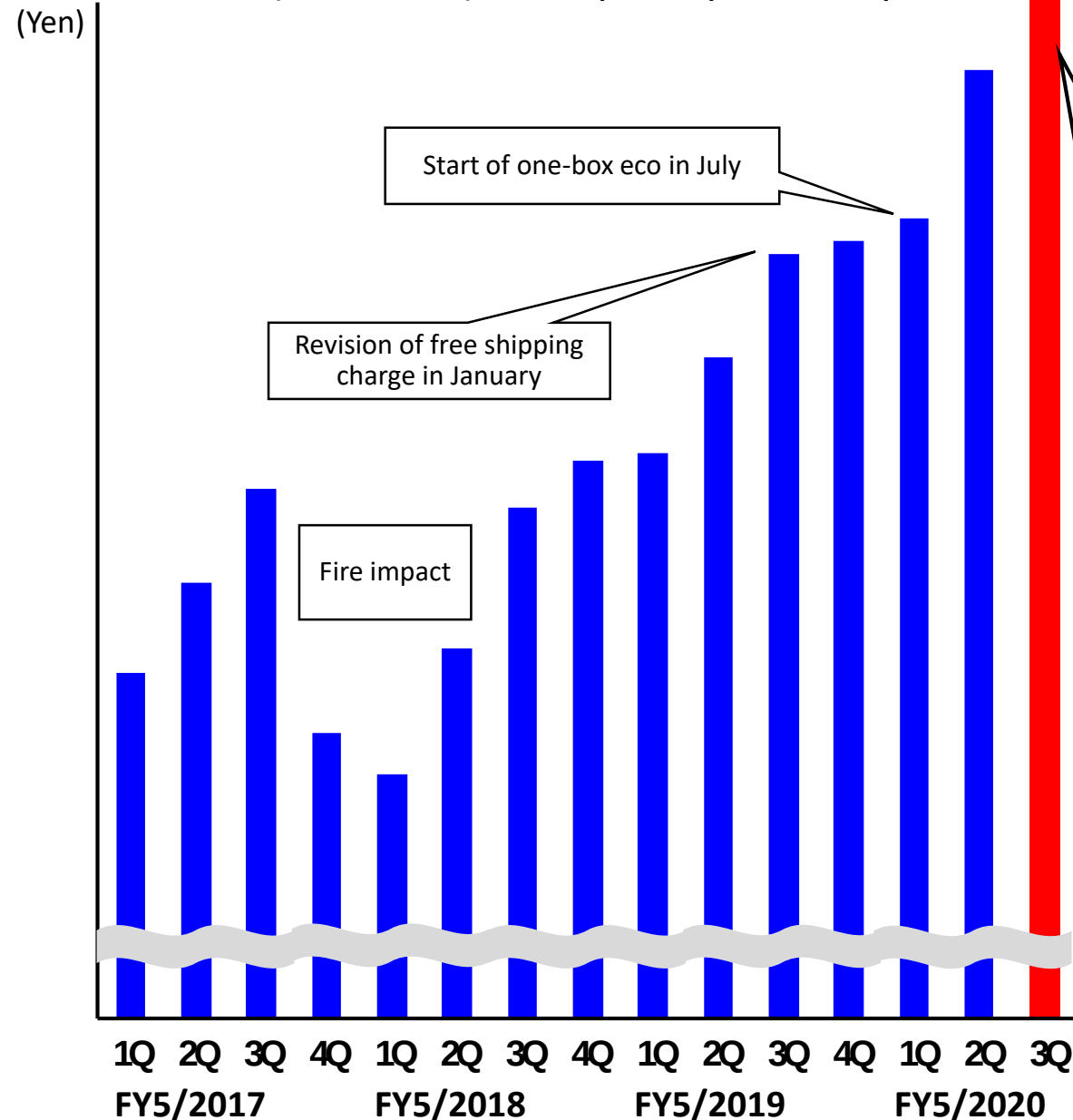


- Reduction in delivery cost
⇒ Increase sales price per unit/per box
- Reduction in storage expenses
⇒ Proper labor control

**Improving
steadily**

LOHACO (domestic) Sales Price Per Unit/Per Box

LOHACO (domestic) sales price per unit/per box



- ✓ Expansion of available items for one-box eco* service
With addition of about 100 items in 3Q, the number of available items has increased to about 2,000 items
- ✓ Expanded service bundling other items in with orders of beer cases (24 cans)
About 200 items were added as available items in 3Q
Service start: AVC Kansai (Oct. 2019), AVC Hidaka (Dec. 2019)
- ✓ Expansion of sales share of LOHACO PayPay Mall Store

* One-box eco

Service offering a free shipping charge for beverage orders up to a total of 18 kg per box to promote purchases that use up the weight limit per box by setting prices of sets of beverages, such as bottled water and tea, lower than when purchased by case unit in order to reduce delivery costs.

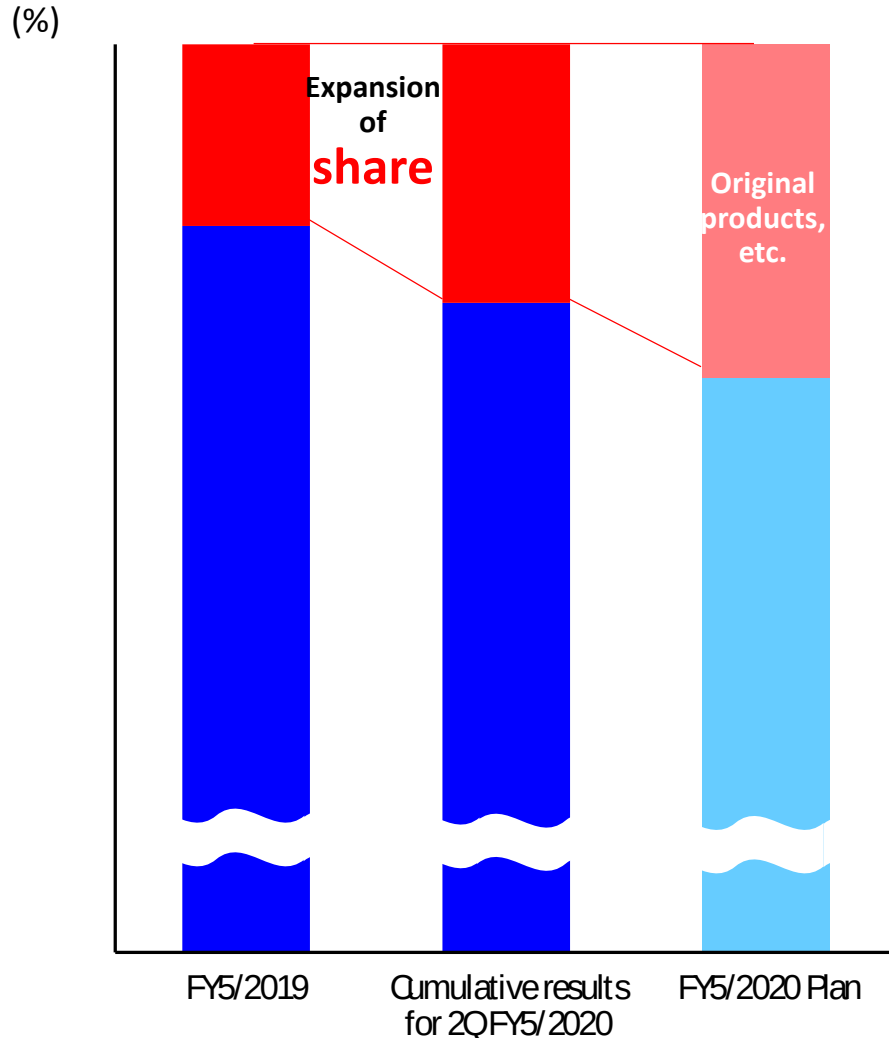
Reducing delivery costs

Challenge

Sluggish Expansion of Sales Share of Original Products

Expansion of Products with Unique Values

Total sales of LOHACO original products and design products exclusive to E-commerce as a percentage of net sales*

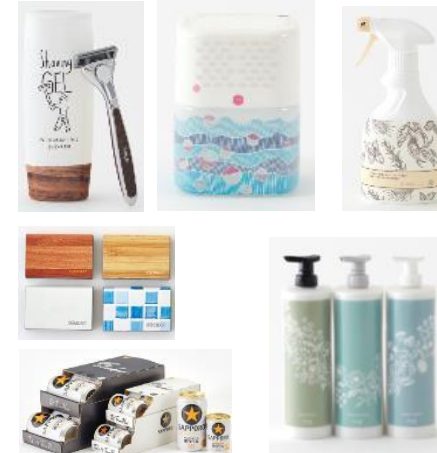


* Calculated taking LOHACO inventory products sales as the denominator.

Strengthen sales of BtoB original products



Launch design products exclusive to E-commerce



Launch LOHACO original products



Due to the expansion of sale share at LOHACO PayPay Mall Store (Which has a high purchase ratio of makers' products), the sales share of original products is expanding at a sluggish pace

Strengthen customer appeal at LOHACO PayPay Mall Store and facilitate the regrowth of the LOHACO Main Store

Aim to further improve gross profit margin

Launch LOHACO Original Products

Foods



Kitchen supplies, daily necessities



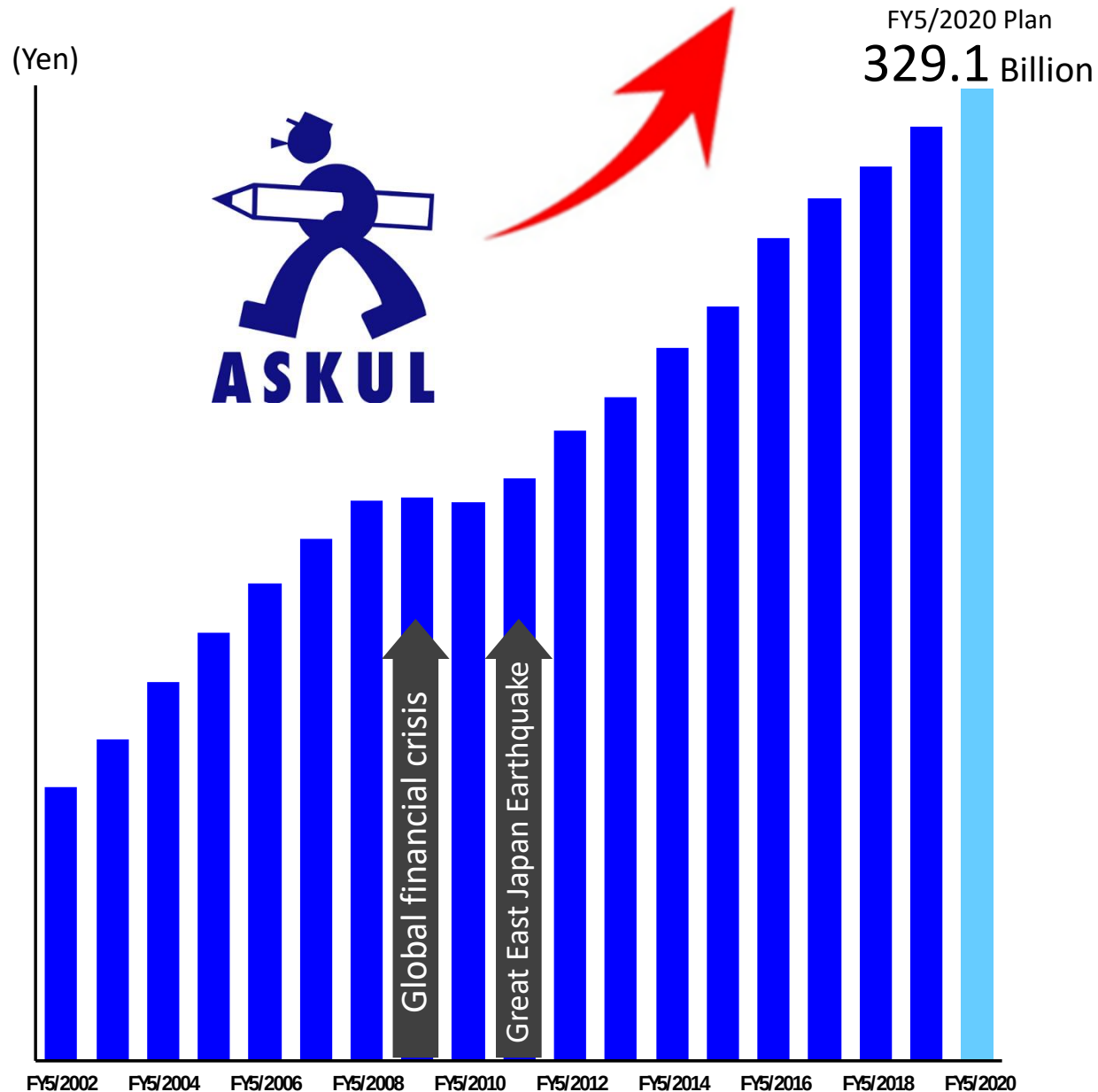
Further accelerate the speed of product development

For Offices Involved in BtoB Business



ASKUL

Net Sales in BtoB



Aiming to achieve
record net sales
for 10 consecutive
fiscal years

Conceptual Drawing of BtoB Strategy



Maximize opportunities on both axes to win customers and ensure purchase

BtoB Business Stable Increases in Sales and Profits

- (i) Further accelerate sales expansion of original products
- (ii) Expansion of share backed by significant growth of long-tail products
- (iii) Increase in net sales backed by continued progress on website

(i) Further accelerate sales expansion of original products

Expansion of Original Products in the BtoB Business

Non-consolidated



Launch original products*2 in the new catalogue

+ 290 items

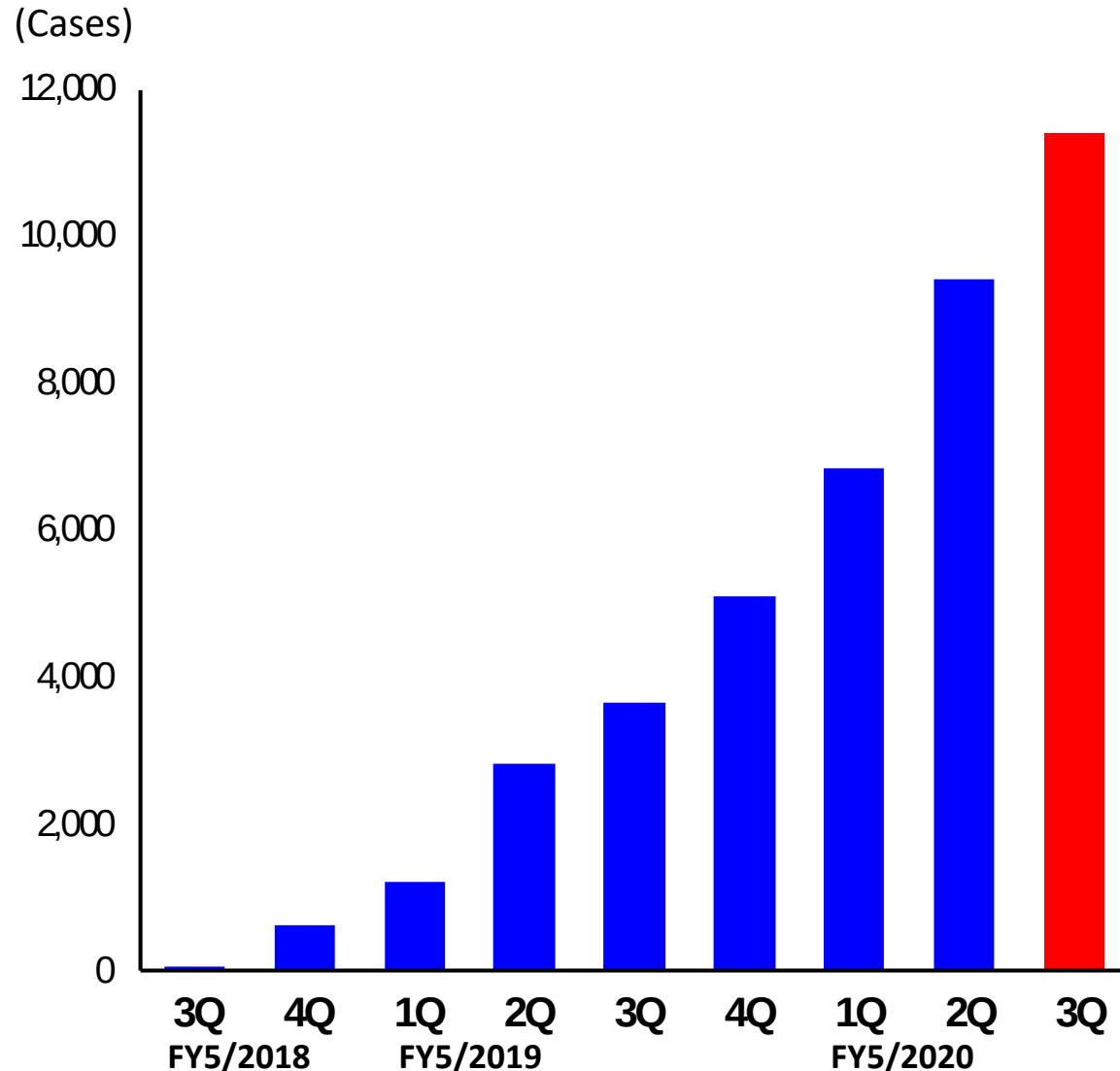


*1 Original products includes products exclusive to Askul

*2 Excluding original products exclusive to LOHACO

Accelerate Sales Expansion of Original Products and Strengthen Customer Base by Expanding Regular Delivery Service

Number of regular delivery service usages*



* Number of regular delivery service usages as of the end of each quarter

Lineup of items available
for regular delivery service

Number of available items

More than **300** in the overall regular
delivery service (as of Feb. 20)

Copy paper

Health/
nursing care
supplies

MRO
Started from 3Q

+

Beverages

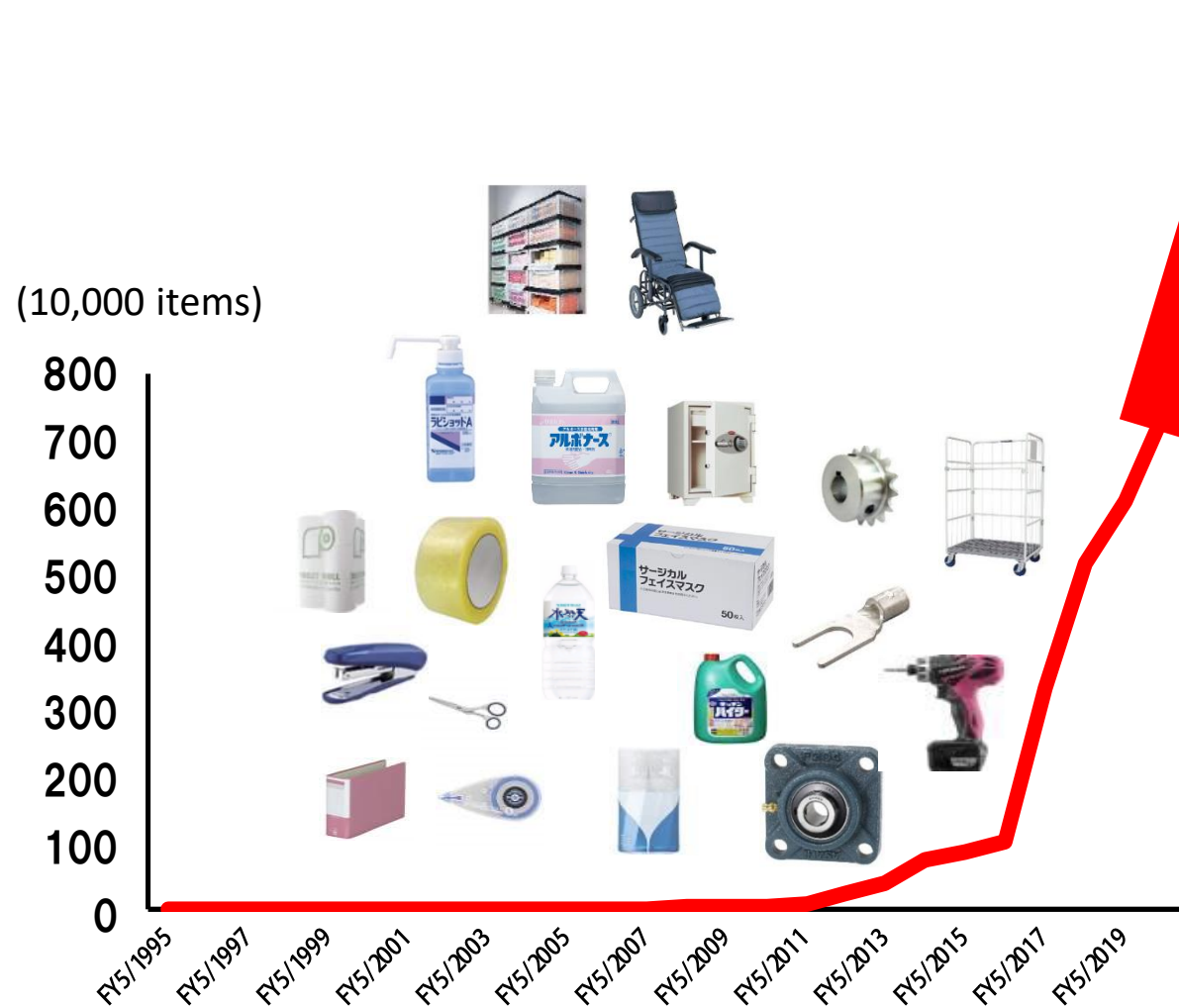
Starting from 4Q

- ✓ Beverages (bottles / cartons)
- ✓ Water for dispensers
- ✓ Coffee
- ✓ Tea bags
- ✓ Juice (bottles / cartons)

Stopped registration of new customers for some products available
for regular delivery service as a result of stock-outs due to the
impact of the novel coronavirus outbreak (as of March 17, 2020)

(ii) Expansion of share backed
by significant growth of long-tail products

Growth through Expanding the Number of Products Available



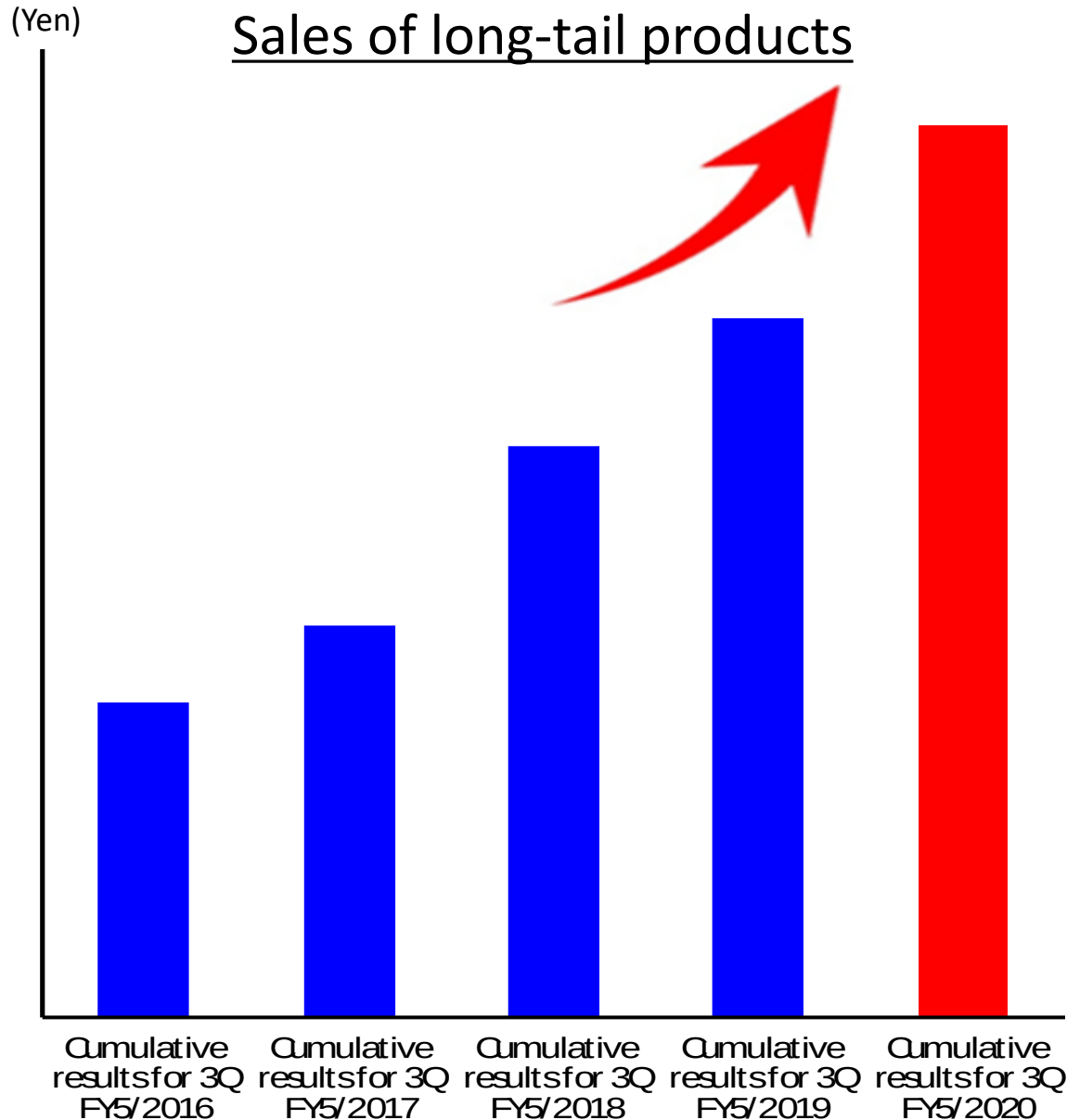
As of Feb. 20
Around **7.4 million** items

Going forward, will
**strengthen product
lineup
in all categories**

**Growth in
net sales**

Long-tail Products Will Contribute to Sales Growth

Non-consolidated



Long-tail products

Sales for FY5/2020 3Q cumulative (YoY change)

Up 24%

BtoB business sales as a percentage of net sales

FY5/2019

6.1%

(Actual)

FY5/2020
3Q cumulative

6.9%

(Actual)

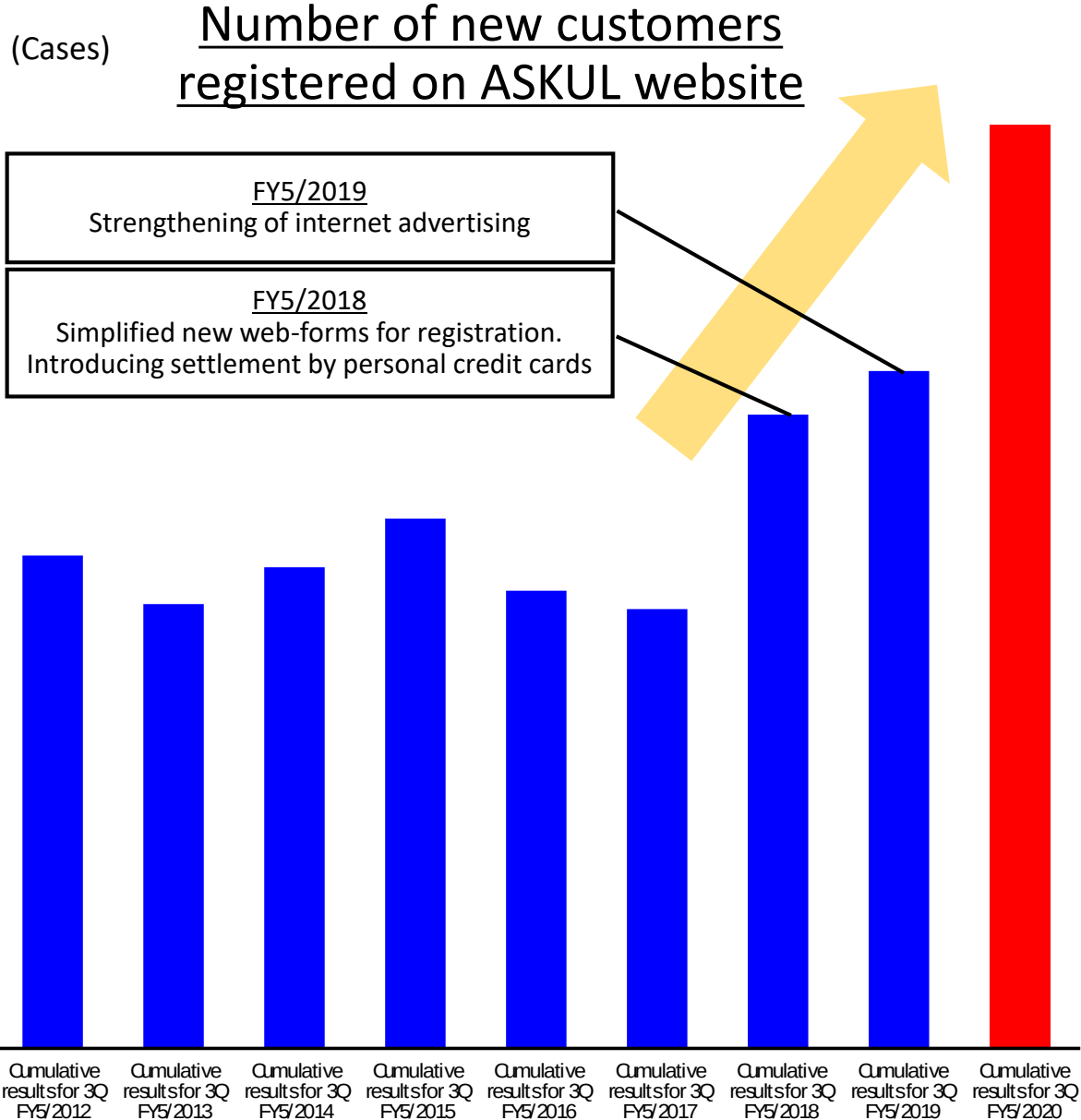
FY5/2020

7.3%

(Plan)

(iii) Increase in net sales backed
by continued progress on website

Expansion of New Customers Acquired Via Search Engines



Number of customers acquired via the website

New record set

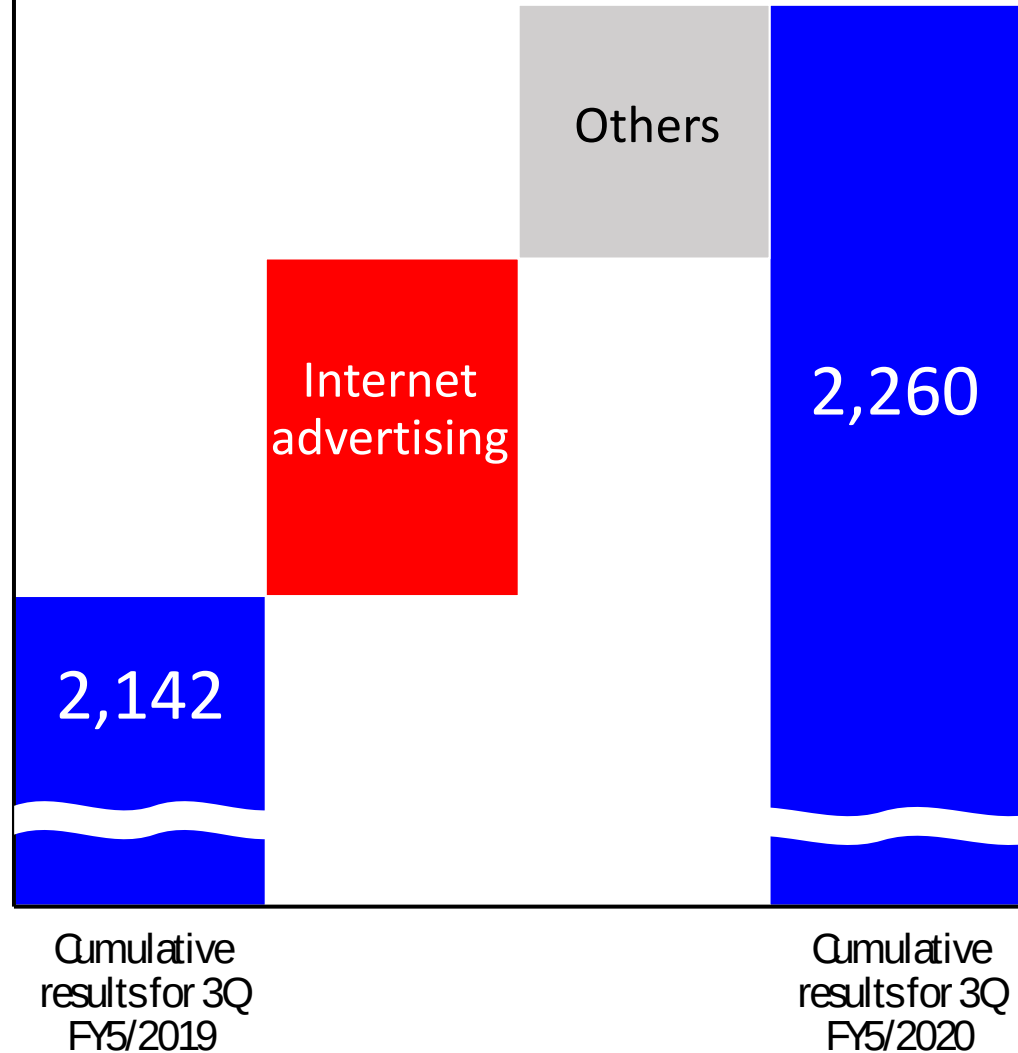
Serving as a driving force for continuous growth

Accelerate Growth through Internet Advertising

Non-consolidated

(¥100 million)

BtoB business (non-consolidated)
factors for sales growth



By strengthening Internet advertising

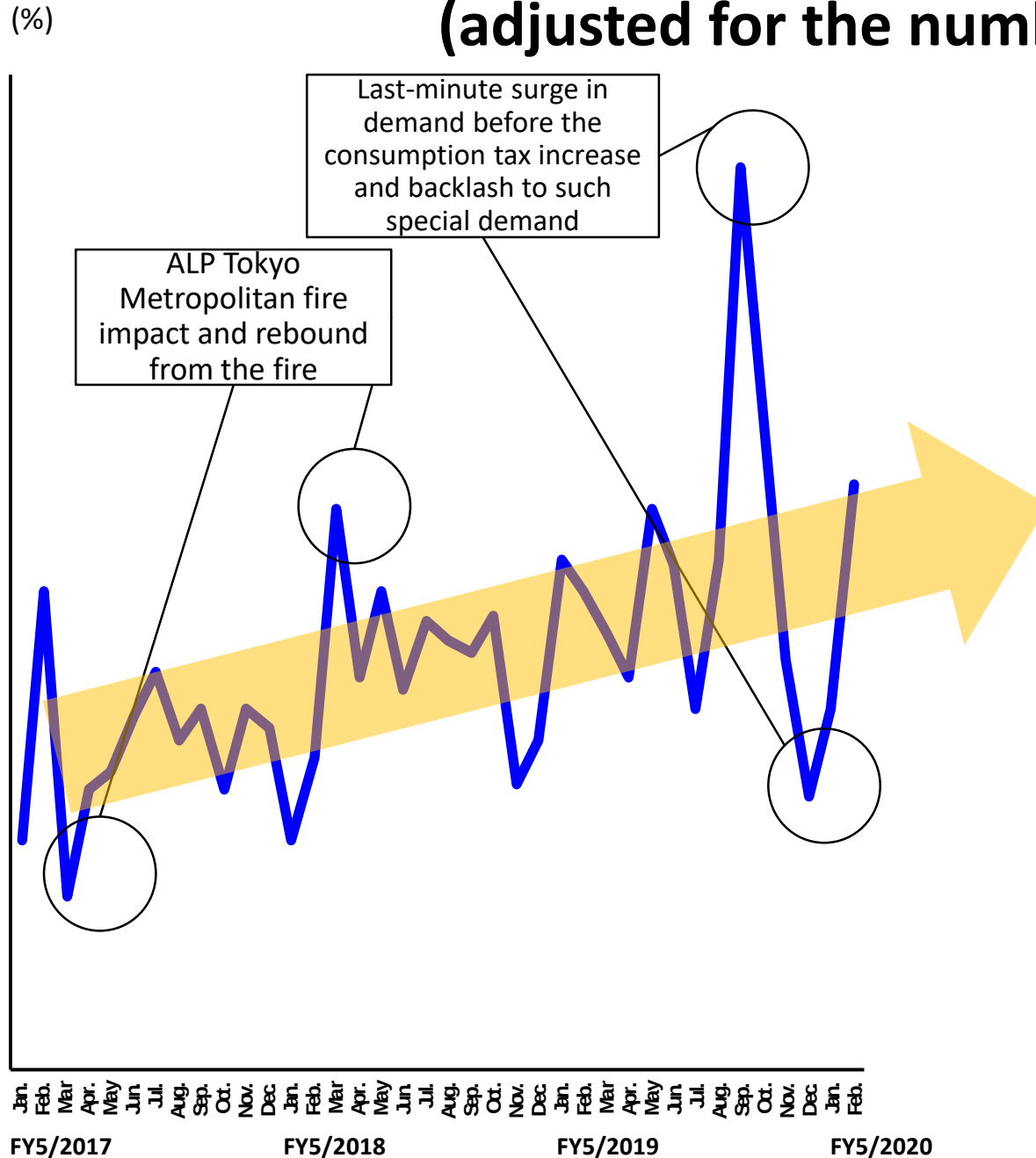
Increase number of customers and expand purchase products categories



Contribute to sales growth

BtoB business only YoY Change in Monthly Net Sales (adjusted for the number of operation days)

Non-consolidated



Continued growth achieved in the last few months

Organizational Change Effective March 21

Implement reorganization from the **in-house company system** to the **functional** organization toward sustainable growth

- ✓ Improve services and strengthen profitability by **further enhancing strengths**
- ✓ **Expedite decision-making** by consolidating 23 business units into 11 business units

Appointment of Four Independent Directors

Appointed four independent directors at the Extraordinary General Meeting of Shareholders held on March 13, 2020



Yumiko Ichige
(Legal practitioner)



Genri Goto
(Corporate manager)



Iwao Taka
(Academic expert)



Kazuo Tsukahara
(Corporate manager)

- ✓ Have insights and experience that allow for optimal decisions for corporate value enhancement
- ✓ Independence from both ASKUL and its major shareholders is ensured
- ✓ Appointed candidates from different fields and backgrounds to ensure diversity

Further enhance corporate value under the new management team

Appendix

3Q FY5/2020 Net Sales by Item

Non-consolidated

(¥billion)	Cumulative results for 3Q FY5/2019		Cumulative results for 3Q FY5/2020	
		YoY Change %		YoY Change %
OA & PC	72.2	+2.5	74.7	+3.4
Stationery	32.3	+1.7	32.8	+1.5
Living supplies	88.4	+15.5	89.7	+1.5
Furniture	15.8	+2.3	15.4	-2.4
MRO	24.3	+8.9	26.2	+7.8
Others (Medical, etc.)	19.8	+18.3	22.3	+12.7
Total	253.1	+8.4	261.3	+3.3

**Mainstay
products
driving
growth**

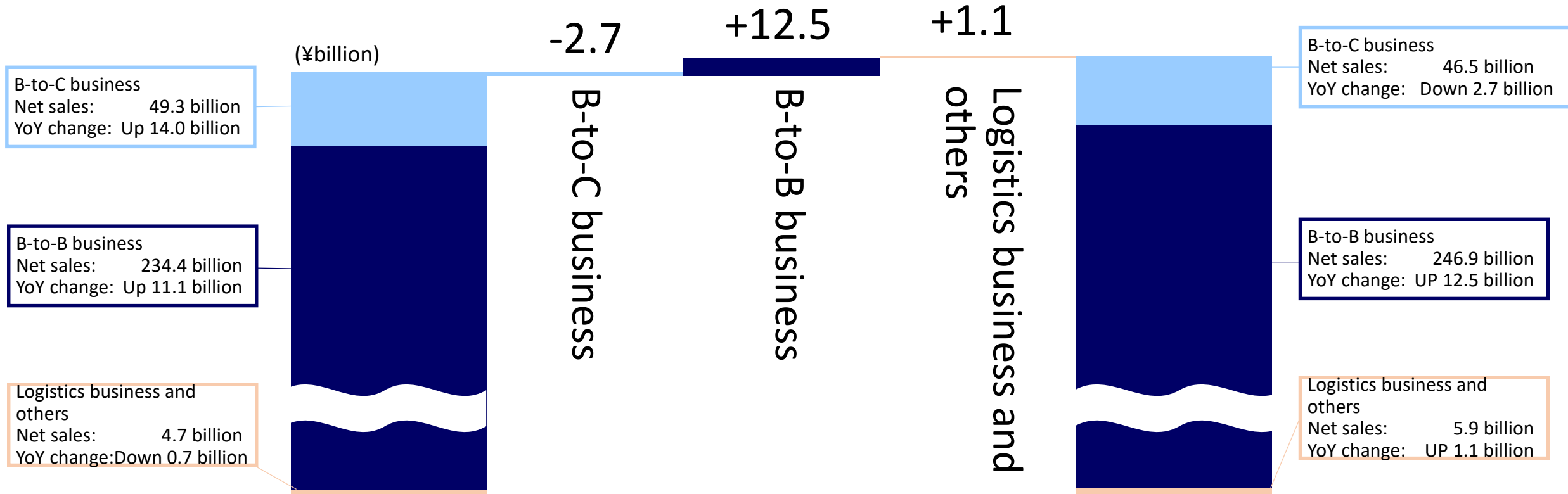
Factors Affecting 3Q FY5/2020 Consolidated Net Sales

3Q FY5/2019 (Actual)

Net sales: ¥288.5 billion
 YoY change: Up 24.5 billion
 YoY change: Up 9.3%

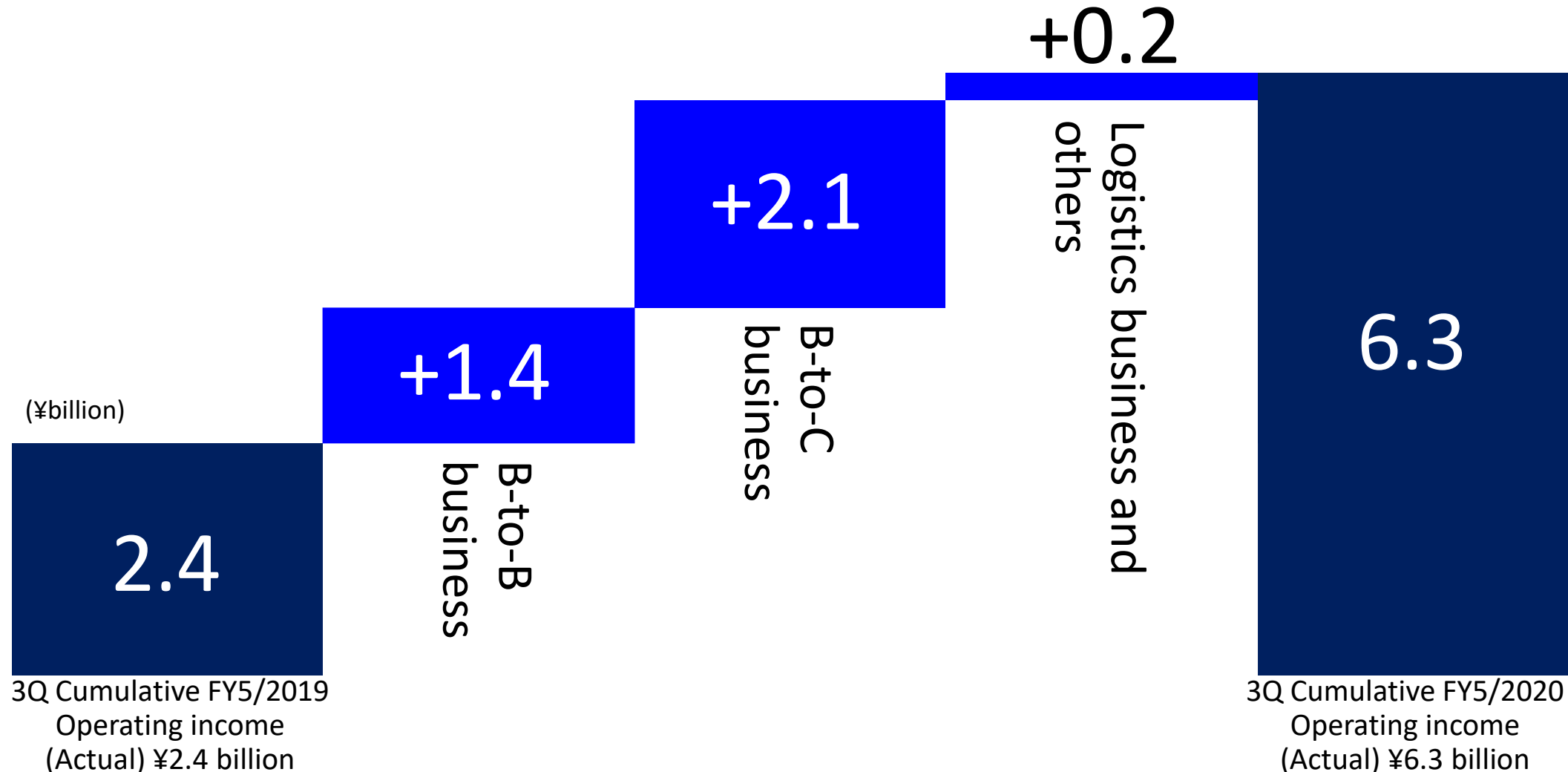
3Q FY5/2020 (Actual)

Net sales: ¥299.4 billion
 YoY change: Up 10.9 billion
 YoY change: Up 3.8%

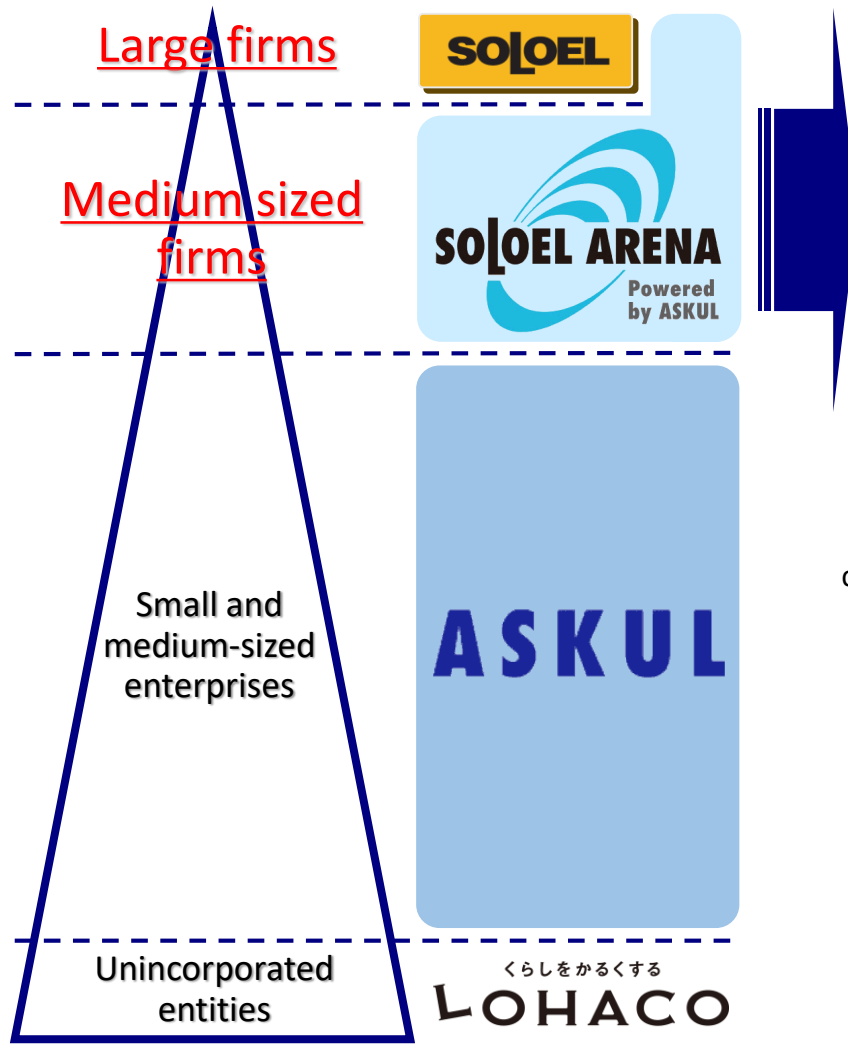


Factors Affecting 3Q FY5/2020 Consolidated Operating Income

FY5/2019 3Q (Actual)		FY5/2020 3Q (Actual)	
Net sales	+9.3% YoY	Net sales	+3.8% YoY
Gross profit margin	23.6%	Gross profit margin	23.7%
SG&A expense ratio	22.8%	SG&A expense ratio	21.6%



Steady Growth in SOLOEL ARENA



(¥100 million)

1,400

1,200

1,000

800

600

400

200

0

Net sales value for SOLOEL ARENA and others

Cumulative results for 3Q FY5/2020
Actual ¥103.5 billion
YoY change: up 9.3%

Cumulative results for 3Q FY5/2019
Actual ¥94.7 billion

FY5/2004 FY5/2005 FY5/2006 FY5/2007 FY5/2008 FY5/2009 FY5/2010 FY5/2011 FY5/2012 FY5/2013 FY5/2014 FY5/2015 FY5/2016 FY5/2017 FY5/2018 FY5/2019 FY5/2020

(1,000 companies)

Number of registered/active customer companies of SOLOEL ARENA

50

40

30

20

10

0

2004 May 2005 May 2006 May 2007 May 2008 May 2009 May 2010 May 2011 May 2012 May 2013 May 2014 May 2015 May 2016 May 2017 May 2018 May 2019 May 2020 Feb.

Cumulative results for 3Q FY5/2020 achieved 9.3% YoY growth, driving the growth of the BtoB business

3Q FY5/2020 Consolidated Gross Profit, SG&A Expenses

Gross profit: ¥71.0 billion YoY change: +¥2.8 billion

Gross profit margin: 23.7%, YoY change: +0.1 p.p.

➤ Gross profit margin of the LOHACO business improved steadily.

SG&A expenses: ¥64.6 billion YoY change: -¥1.0 billion

Ratio of SG&A expense to net sales: 21.6% YoY change: -1.2 p.p.

➤ Improved the variable cost ratio of the LOHACO business mainly through reduction of delivery costs.

Breakdown of major YoY change factors in SG&A expenses

- Delivery costs -¥1.1 billion
- Depreciation -¥0.4 billion
- Personnel costs +¥0.3 billion
- Software amortization +¥0.3 billion

3Q FY5/2020 Consolidated Capital Expenditures

Capital expenditures ¥3.5 billion (Annual plan: ¥7.4 billion)

Facilities expansion (Introduction of robots to AVC Kansai, etc.) ¥0.81 billion

Data base for new products, etc. ¥0.34 billion

LOHACO-related software, etc. ¥0.28 billion

(Ref.) Depreciation and amortization of software: ¥3.9 billion (Annual plan: ¥5.6 billion)

Investment details

(¥ million)

Item	3Q FY5/2019	3Q FY5/2020	
	Amount	Amount	YoY Change
[Capital expenditures]	4,510	3,521	-21.9%
Property, plant and equipment	2,088	1,253	-40.0%
Intangible assets	2,421	2,267	-6.4%
Construction in progress (Note 2)	450	37	-91.6%
Software in progress (Note 2)	2,353	1,043	-55.6%

(Note 1) Capital expenditure is stated on an accrual basis.

(Note 2) Construction in progress and software in progress above present balances at the end of the quarter under review, and partially include consumption and other taxes.

3Q FY5/2020 Share of Orders Placed on the Internet of Net Sales and Original Products

Non-consolidated

Share of orders placed on the Internet of net sales

	3Q FY5/2019	3Q FY5/2020	YoY Change
Orders via the Internet	83.4%	84.6%	+1.2 p.p.
Other	16.6%	15.4%	-1.2 p.p.

(Note 1) Percentages are based on orders placed.

(Items)

ASKUL original products

	February of FY5/2019	February of FY5/2020	YoY Change
Number of original products	8,887	9,507	+620
Share of non-consolidated net sales (of which, share of B-to-B business)	28.8% (35.9%)	29.8% (36.5%)	+1.0 p.p. (+0.6 p.p.)

Note 1: Each figure includes the products listed in Health & Nursing Care Catalogs and Medical Pro Catalogs.

Note 2: The number of original products includes those with sales limited to Askul. Also, the calculation includes not only those items sold via catalogs but also items sold only via the Internet.

Note 3: The calculation of original products as a percentage of net sales includes original copy paper.

Note 4: From 4Q FY5/2018 onward, the calculation of BtoB original products as a percentage of net sales uses BtoB business inventory sales as the denominator.

ASKUL Miyoshi Center

(Operation Start Scheduled for September 2020)

(1) Transfer Center* for BtoB inventory products

(**aiming for sales expansion** by improving the efficiency of inventory allocation in all logistics centers)

* Transfer Center: Pass-through type of logistics center

(2) Logistics (3PL) business base in the East Japan area



Leased area: Approx. 69,000m²

Strengthened fire and disaster prevention measures by learning from the experience of fire at ALP Metropolitan
Strive to **realize a logistic center that can coexist with the local community** by taking into account opinions of neighboring communities

Selected as a “Climate Change A List (Top Grade)” Company

Initiatives on climate change and information disclosure were highly evaluated by CDP ^{*1}, a non-profit global environmental organization



- ✓ 179 companies (approx. 2%) out of the 8,400 respondent companies were selected as “Climate Change A List” companies ^{*2} (38 Japanese companies)
- ✓ ASKUL’s initiatives, including those for reducing CO₂ emissions, mitigating climate risks, and building a low-carbon economy, were highly evaluated.

^{*1} A non-profit organization mainly engaged in activities to encourage disclosure of information on environmental measures based on requirements of institutional investors around the world with a strong interest in environmental issues. In FY2019, 525 institutional investors, etc., with assets under management worth USD 96 trillion endorsed the CDP’s activities.

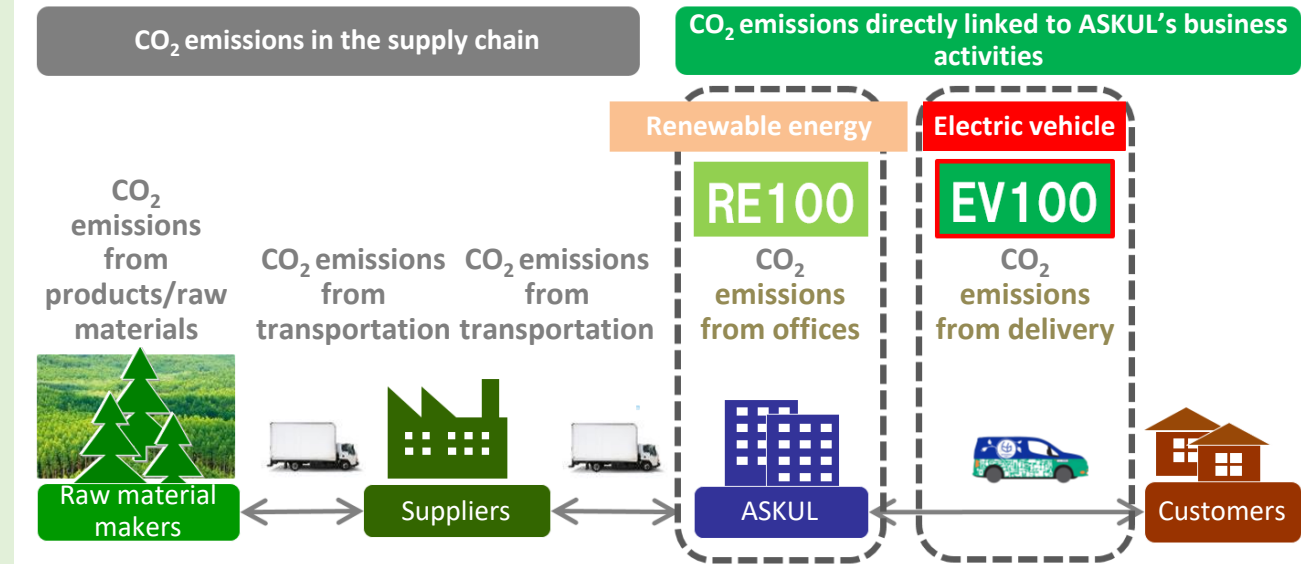
^{*2} TSE announces the FY2019 Climate Change A List that includes 38 Japanese companies, taking first place in the world for the first time! <https://money-bu-jpx.com/news/article022457/>

Reducing CO₂ through the introduction of eCanter* small electric trucks

Introduced two 7.5t trucks toward the realization of “The 2030 CO₂ Zero Challenge” and the “EV100” initiative



The 2030 CO₂ Zero Challenge



* Small electric vehicle trucks with a gross vehicle weight of 7.5t from Mitsubishi Fuso Truck & Bus Corp.

ASKUL LOGIST, ASKUL's logistics subsidiary, Received the KAIKA Award

Initiatives for the Employment of Persons with Disabilities at the Fukuoka Logistics Center through Collaboration with the Local Community



“KAIKA Awards 2019” presentation ceremony



Employing persons with disabilities to join in the workforce, and 43 employees out of 250 are persons with a disability, with a ratio of employees with a disability to total employees of 17.2% (statutory employment ratio: 2.2%)

*As of January 30, 2020

“A corporate culture of not treating non-disabled persons differently from persons with disabilities in work has been established. All employees are equally sharing responsibility.”

(Evaluation comment by the Review Committee)

<KAIKA Awards>

A commendation system sponsored by Japan Management Association to commend and introduce initiatives for sustainable management and organization and human resource development for creating social value.

Created a corporate culture and environment that allows persons with disabilities to work comfortably and realized high productivity in the logistics center as a whole

Responding to labor shortages in the logistics industry

New Catalogue Released



Total number of pages	1288
Number of goods	Approx. 39,500 items
Number of new goods	Approx. 2,000 items
Number of original goods	Approx. 7,600 items
Number of eco-friendly goods	Approx. 14,500 items

<Reference> Outline of 2019 Autumn/Winter (previous edition)

Total number of pages: 1,288

Number of original goods: Approx. 39,000 items

Number of goods: Approx. 7,550 items

“ASKUL Catalogue, 2020 Spring/Summer Edition”
issued in Feb. 2020



アスクルオリジナルのコピー用紙の
原料を植えて、
育てて、収穫する。

「木の畑」からつくくるコピー用紙。

アスクルオリジナルのコピー用紙の
原材料になる植林木が育つ
インドネシアの「木の畑」の活動は10年目を迎えます。
現地では、お客様に安心して使っていただける
コピー用紙をお届けするために、
日々「植える」「育てる」「収穫する」作業が続きます。
アスクルはこれからも持続可能な森林管理と
責任ある原材料調達をしてまいります。

2019年10月30日 インドネシア スマトラ島 ジャンビ州パルプ持続林地区

2010年から10年目の
1 box for 2 trees

オリジナルコピー用紙
1箱^{※1}のお買い上げが2本の植樹に
つながるプロジェクト!



アスクルのインドネシア製コピー用紙5,000枚
(A4、1箱)には、原材料となるユーカリの植林木
が1本必要です。コピー用紙1箱に対し、原材
料の2倍となる2本の植樹を確認していくのが
「1 box for 2 trees」プロジェクトのコンセプトです。

植樹面積
10万6,500ヘクタール
植樹本数
1億5,210万本

(2020年1月現在)



アスクルオリジナル
コピー用紙の原材料は
ここで育っています!

「木の畑」は、インドネシア スマトラ島 ジャンビ州
およびリアウ州の広大な土地にあります。これか
らインドネシア現地スタッフとともに、「木の
畑」の循環や新しい取り組みを通じて、責任ある
調達を目指しています。

アスクル株式会社 CSR・環境
東 俊一郎

「木の畑」の運営には、現地の皆
様の協力が欠かせません。2010
年からインドネシアのスマトラ島
に思い、現地の皆様の対話を
継続しています。これからも現地の
皆様と一緒に課題を共有し、
解決に取り組む、「木の畑」の発
展に貢献していきます。

20ha Project

アスクルは森林再生にも
取り組んでいます!

2011年12月からインドネシアの
森林の修復・再生をする「20ha
Project」の取り組みも続けてい
ます。森で暮らす人々の生活と
森林保全の両立を目指し、将
来の収入も期待できるインドネ
シア固有種の木を植える活動
です。

コピー用紙の調達に
関する取り組み

2004年
調達方針の制定
トレーサビリティ調査の開始
2010年
現地定期訪問の開始
1 box for 2 treesの開始
2011年
森林修復再生の
20ha Project開始
※2 2019年11月〜2020年10月(暫定発表、7/25時点)
(調査対象は「アジアパルプ・アジアパルプ」)

No.1
スーパーホワイト
スーパーエコノミー
シリーズは
日本一
使われて
います!※2



PEFC認証

インドネシア製アスクル
オリジナルコピー用紙は、
国産森林認証の
PEFC認証製品です。
PEFC認証は、森林の違法伐採
を防ぎ、持続可能な森林管理を
実現するための世界的な森林
認証制度です。インドネシア製ア
スクルオリジナルコピー用紙は
PEFC認証製品で、お客様にも
安心してお使いいただけます。

PEFC CEO
ベン・ガニバーク氏

アスクルがメインの自社ブラン
ドコピー用紙をPEFC認証品と
して販売し続けて下さっている
ことに大きな感謝の意を表しま
す。日本においてPEFC認証品が
広く知られ、持続可能な社会の
形成により貢献ができることを
願っています。
(2019年11月)

アスクルの環境への取り組みについて詳しく知りたい方はWebへ → 1for2.askul.co.jp



Environment

楽しく!美しく!

使いやすく!

アスクルのオリジナル商品は
すべて、品質はもちろん
デザインにもこだわって作っています。
世界のデザイナーたちとの
コラボレーションから誕生する
オシャレなアイテムをぜひお楽しみください。

ハイパワーアルカリ乾電池PRO

※ Page 1018

長持ち性能が
アップした
ハイパワー
アルカリ乾電池
PRO登場!



シュリンク無しの
紙パッケージもご用意。
開封の手間を省き、
ゴミの削減にも。

レアメタルコート
鉄筒でさらに
腐蝕防止性能アップ。

New

Design by
Stockholm
Design Lab

高級感のあるゴー
ルドと花柄された
書体が印象的。

高容量グループ
FDR共同会賞
アスクルオリジナル
ハイワー
アルカリ乾電池PRO
単3形/単4形
1セット(200本)
1本あたり

¥39.9
(税別¥43.0)

オリジナルティッシュ

※ Page 311

バージンパルプ100%。
ふんわり柔らかな国産品質の
ボックスティッシュ。

New

Design by
Bessermachen

意から思いつく太
陽の光をモザイク
柄に爽やかに表現。



オフィスや店舗など
お客様の目に
触れる空間に。

アスクルオリジナル
オリジナルティッシュ
200W(スタンダード)
別巻5ケース
(300本)以上を5
1パック(5本入り)あたり

¥288
(税別¥317)

デザイン紙コップ

※ Page 168

どんなシーンでも
スマートに使える
定番の紙コップ。

New

アスクルオリジナル
デザイン紙コップ
200W(スタンダード)
別巻5ケース
(300本)以上を5
1パック(5本入り)あたり



Design by
Linda
Svensson
Edevint

洗練された色合
いとシンプルなラ
インデザインが特徴。

¥4.64
(税別¥4.11)

シングルオリジン ドリップコーヒー 1杯取り

※ Page 66

「ダラゴア」産
コーヒー豆100%の
シングルオリジンの
1杯取りコーヒー。

専用のカプセルが
100%にこだわ。



Design by
Klas Fahlén

自然の風景や人
の暮らしをパッ
クデザインに。

お気に入りの
パターンのよい
香味、風味で
飲みやすい。

¥39.9
(税別¥43.0)

ミニボックスティッシュ

※ Page 310

使い勝手がよく、省スペースの
ちよい小サイズ。
配送効率を高め、
価格に還元!

PEFC
認証製品。

Design by
Stockholm
Design Lab

アスクルの
オリジナルティッシュ
すべてに採用した
高級なデザインを
実現しました。



New

アスクルオリジナル
オリジナルティッシュ
スマートコンパクト S
5ケース(300本)以上を5
1パック(5本入り)あたり

¥199
(税別¥219)

トイレのおそうじシート

※ Page 242

厚みのあるシートで
破れにくく、99%除菌できる!

大袋の
開封が楽々
キマッパ。

Design by
Stockholm
Design Lab

植物をイメージし
た遊び心のある
パターンが特徴。



大袋の
開封が楽々
キマッパ。

¥277
(税別¥304)

¥118
(税別¥130)

テープのり

※ Page 682

ムラなく
キレイに貼れる
コクヨの
「ドットライナー」



Design by
Linda
Svensson
Edevint

植物をモチーフに
したポップな装飾
がキマッパ。

手も持ちず
軽いつけ心地で
ピタッと貼れる。

アスクルオリジナル
オリジナルティッシュ
スマートコンパクト S
5ケース(300本)以上を5
1パック(5本入り)あたり

¥265
(税別¥292)

ロハコウォーター

※ Page 34

ラベルを
はがす手間も、
ゴミも削減した
ラベルレスの
天然水。



Design by
Stockholm
Design Lab

紙・プラスチックなどの
水の形をエンボス
で爽やかに表現。

2019年度
グッドデザイン賞を
受賞!

飲みさり
サイズの
410ml
スリムボディ!

アスクルオリジナル
LOHACO Water
410ml
1セット(50本)
1本あたり

¥60
(税別¥66)

世界中のデザイナーたちが
オリジナル商品の
デザインに
携わっています!



ams ellberlin designstudio	Sweden
Edholm Uttenius	Sweden
Klas Fahlén	Sweden
Linda Svensson Edevint	Sweden
Nina Jobs	Sweden
Stockholm Design Lab	Sweden
Blidholm Vagnemark Design	Sweden

Bessermachen	Denmark
Julian Roberts, Irving & Co.	England
Mind Design	England
P&W Design Consultants	England
Casa Rex	Brazil
Eduardo del Fralle	Spain



便利に使って効率アップ!

「デキる!」アイテムで、仕事

もっと快適に!

お客様にとって便利で使いやすく、
業務効率も向上させる
商品を提供するために、
アスクルはお客様のご要望を
反映した品揃えに取り組み、
「あったらうれしい」商品をお
届けしてまいります。

時短 でスムーズ!

⇒ Page 1020

自動充電器(単3形充電電池専用)

FDK + ASKUL

一度に20本、
放り込むだけで
充電可能!

Point 1
4年間の寿命も
保証せず。
一度に20本まで
投入可能!
充電後は
トレイに排出。

Point 2
単3形の充電式
ニッケル水素電池に
対応。

Point 3
普通乾電池や
充満した電池は
自動で受け入れ
るので安心。

⇒ Page 1021

ニッケル水素電池

国産オリジナル
充電電池を
圧倒的な安さで!

Point 1
国産オリジナル
充電電池を
圧倒的な安さで!

Point 2
国産オリジナル
充電電池を
圧倒的な安さで!

Point 3
国産オリジナル
充電電池を
圧倒的な安さで!

¥13,800
(税込¥15,180)

⇒ Page 76・77

インスタントスティック飲料「カフェキューブ」

統一サイズのパッケージで
カフェコーナーも
簡単に。



Point 1
積み重ね可能な
統一サイズの箱で
好きなスペースが
カフェコーナーに!

Point 2
自給り付き
専用紙コップで、
蓋がはいても
おいしい。

Point 3
コーヒー、紅茶など
様々なフレーバーの
安心品質と
味わいが
楽しめる。

¥5,490
(税込¥5,920)

ムダなし ラクラク!

⇒ Page 656

ホワイトボードマーカー

インク容量2倍*で、
交換の手間を削減!



Point 1
インク容量
2倍*だから
たっぷりかけて
経済的!

Point 2
[X2]と
あしした
デザインで、
容量2倍が
ひと目でわかる!

Point 3
再生材使用で
環境にも配慮。

Point 4
書き留めも
2倍*!

¥55.9
(税込¥61.5)

⇒ Page 777

ラベルライター「ラテコ」

CASIO + ASKUL

カートリッジゴミ「0」!
ラベルの余白もムダも削減!



Point 1
テープだけを
はめ替えて
使うから
カートリッジ
ゴミが出ない!

Point 2
印字部の
余白が3mmに、
余分な部分を
カットする時間が
省けます!

Point 3
ムダなく使って
コスト削減にも!

¥10,800
(税込¥11,880)

サッと使えて 効率アップ!

⇒ Page 248

トイレの消臭スプレー 濃縮タイプ

エステー + ASKUL

1回約1秒で
しっかり消臭!

約1.5倍*長く使える
濃縮タイプ。



Point 1
約260回*使える。
1プッシュあたりの
コストも安い!

Point 2
スリムな
コンパクトで
持ちやすく、
収納スペースも
削減!

Point 3
フレグランス調の
リッチな香りが
長持ち*。

Point 4
※2倍の容量で長く

Point 5
※2倍の容量で長く

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Point 40
※2倍の容量で長く

Point 1
約260回*使える。
1プッシュあたりの
コストも安い!

Point 2
スリムな
コンパクトで
持ちやすく、
収納スペースも
削減!

Point 3
フレグランス調の
リッチな香りが
長持ち*。

Point 4
※2倍の容量で長く

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Point 35
※2倍の容量で長く

Point 1
約260回*使える。
1プッシュあたりの
コストも安い!

Point 2
スリムな
コンパクトで
持ちやすく、
収納スペースも
削減!

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1プッシュあたりの
コストも安い!

Point 2
スリムな
コンパクトで
持ちやすく、
収納スペースも
削減!

Point 3
フレグランス調の
リッチな香りが
長持ち*。

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