

April 16, 2020

Raccoon Holdings, Inc.
President: Isao Ogata, Representative Director
(Code: 3031, Tokyo Stock Exchange, 1st Section)



SUPER DELIVERY opens flagship store on Alibaba Group's Tmall Global To accelerate development in China

“SUPER DELIVERY,” a wholesale purchasing site operated by Raccoon Holdings, Inc.’s (Head office: Chuo-ku, Tokyo, President & Representative Director: Isao Ogata) consolidated subsidiary Raccoon Commerce, Inc. (Head office: Chuo-ku, Tokyo, President & Representative Director: Takeshi Wakui), opened the “SUPER DELIVERY Overseas Flagship Store” on Tmall Global, China’s largest BtoC cross-border EC website, operated by Alibaba Group. The opening of the store will provide new sales channels on Tmall Global to manufacturers planning to exhibit products through SUPER DELIVERY.



<https://superdelivery.tmall.hk/>

■ Background of store opening on Tmall Global

The cross-border EC market is expanding every year. In particular, the Chinese cross-border EC market is large, and according to an announcement by the Ministry of Economy, Trade and Industry, the purchase amount by Chinese consumers in cross-border EC from Japan was 1.5345 trillion yen (year-on-year increase of 18.2%)* and will continue to increase.

Tmall Global is a cross-border EC-version of Tmall, China's largest EC website, and is operated by Alibaba Group with overwhelmingly high name recognition and the ability to attract customers in China. As many overseas businesses are opening stores on Tmall Global, products of Japanese companies are found to be very popular, and Japan has been ranked top for three consecutive years in the ranking of the total distribution amount by country and region in Singles' Day sales held on November 11 every year.

SUPER DELIVERY is a wholesale purchasing site available to Japanese manufacturers and

businesses such as retailers and service providers. In 2015, it launched “SD export,” a BtoB cross-border EC website where domestic manufacturers can transact with overseas buyers, focusing on the development of the overseas market.

In order to proactively develop its businesses in the continuously expanding Chinese market, SUPER DELIVERY decided to open a store on Tmall Global which has a large market and where needs for Japanese products are high.

* “FY2018 Survey of Infrastructure Development Status for Data-driven Society in Japan (E-Commerce Market Survey)” by the Ministry of Economy, Trade and Industry

■ Overview of SUPER DELIVERY Overseas Flagship Store

SUPER DELIVERY will invite manufacturers to exhibit products. Exhibiting manufacturers only have to ship products to domestic warehouses designated by SUPER DELIVERY, and there will be no excess work. Moreover, overall operation of shops including product exhibition, acceptance of orders, dealing with customers and logistics has been entrusted to Adways Inc. (Head office: Shinjuku-ku, Tokyo, President & Representative Director: Haruhisa Okamura) and its subsidiary Leyifan Inc. (Head office: Shinjuku-ku, Tokyo, President & Representative Director: Yoichi Shimizu).

Popular goods on SD export such as kitchen equipment and interior goods will first be targeted, and the genres of products to be handled will be then expanded sequentially.

Small and medium-sized manufacturers who until now faced difficulty in opening stores will be able to exhibit products on Tmall Global through the SUPER DELIVERY Overseas Flagship Store. SUPER DELIVERY will provide new sales channels in the Chinese market and brand-building measures in a comprehensive manner while intending to increase the name recognition of SUPER DELIVERY Overseas Flagship Store and small and medium-sized Japanese manufacturers.

SUPER DELIVERY Overseas Flagship Store

<https://superdelivery.tmall.hk/>

■ Reference

SUPER DELIVERY <https://www.superdelivery.com>

SUPER DELIVERY is a wholesale purchasing site available to manufacturers and businesses such as retailers and service providers. Approximately 1,100,000 products have been exhibited. It is effective for manufacturers as a tool for expanding sales channels to 153,219 stores beyond the region and enables retailers to transact with 1,744 exhibiting companies via the internet, significantly increasing the number of suppliers. It eliminates costs, trouble and risks in transactions between manufacturers and retailers, and realizes efficient transactions. It received the Regional Revitalization Minister Award in the First Nihon Service Award. (All figures are as of the end of January 2020.)



Raccoon Holdings, Inc.

Representative: Isao Ogata, President & Representative Director

Location: 1-14-14 Nihonbashi-Kakigaracho, Chuo-ku, Tokyo

Established: September 1995

Capital: 1,015,497 thousand yen (as of the end of January 2020)

Stock Code: 3031 (Tokyo Stock Exchange, First Section)

URL: <https://www.raccoon.ne.jp>



Raccoon Commerce, Inc.

Representative: Takeshi Wakui, President & Representative Director

Location: 1-14-14 Nihonbashi-Kakigaracho, Chuo-ku, Tokyo

Established: November 2018

Capital: 300,000 thousand yen (as of the end of January 2020)

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