



November 2, 2020

(For Translation Purposes Only)

Raccoon Holdings, Inc.
1-14-14 Nihonbashi-Kakigaracho, Chuo-ku Tokyo
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Notice Concerning Change in Fee System for Participating Companies in EC Business **“SUPER DELIVERY”**

Raccoon Holdings, Inc. (Raccoon) announced that it changed the fee system for participating companies in its EC business “SUPER DELIVERY” on November 1, 2020.

1. Overview

On November 1, 2020, Raccoon changed the fee system for companies newly exhibiting products from a “basic monthly exhibition fee of 40,000 yen + system usage fee in accordance with 10% of the distribution amount” to a “system usage fee in accordance with 15% of the distribution amount (volume discount available).” Moreover, the basic exhibition fee will not be charged. For details of the content of the change, please refer to the attached material.

Furthermore, Raccoon plans to respond to the change in fee system when existing participating companies wish to change the current fee system to a new fee system. Therefore, it is expected that some participating companies will shift to a new fee system.

As a result of the change in the fee system, there will be no basic exhibition fee to be paid by participating companies as a fixed cost, and only the volume-based commission fee charged in accordance with the distribution amount will remain. This will make it easier for companies to exhibit products on SUPER DELIVERY. Therefore, it is assumed that the number of companies newly exhibiting products will increase while withdrawal by participating companies will decrease. In addition, the number of exhibited products will also increase with the increase in the number of participating companies, resulting in an increase in the number of registered members among purchasers and a rise in average spending per customer. Due to such increase, the distribution amount is expected to increase over the medium to long term.

2. Period of Change in Fee System

November 1, 2020

3. Future Outlook

The impact on the business performance has already been factored into the figures in “Revisions to Consolidated Results Forecasts for the Fiscal Year Ending April 30, 2021 (May 1, 2020, to April 30, 2021)” as described in “Notice Concerning Revisions to Full-Year Financial Forecasts” announced on September 3, 2020.

As described in the overview, some of the existing participating companies are expected to shift to a new fee system. Since sales based on the basic exhibition fee will decrease as a result of such change, a negative impact of around 100 million yen is assumed to be generated for sales and income in the EC business in the current financial period.

The impact on sales and income for the next fiscal year onward is currently under review, and will be announced immediately when any matters to be disclosed arise.

November 2, 2020
Raccoon Holdings, Inc.
President: Isao Ogata, Representative Director
(Code: 3031, Tokyo Stock Exchange, 1st Section)



Wholesale Purchasing Site “SUPER DELIVERY” Launches New Fee Plan with No Fixed Cost!

Raccoon Holdings, Inc. (Head office: Chuo-ku, Tokyo, President & Representative Director: Isao Ogata), announces that “SUPER DELIVERY,” a wholesale purchasing site operated by Raccoon Commerce, Inc. (Head office: Chuo-ku, Tokyo, President & Representative Director: Takeshi Wakui), its consolidated subsidiary, released a new fee plan to make the fixed monthly cost free and charge only a system usage fee from November 1. Through this initiative, it will lower the hurdle for introduction and continuous use of the service and support the business activities of more companies.

■Overview

SUPER DELIVERY is a wholesale purchasing site enabling manufacturers to transact with business operators such as retailers and service providers. Transactions including everything from matching to purchase is completed on the site and transaction fees are collected by SUPER DELIVERY. In addition, since it is being developed overseas for cross-border EC, the service is used as a tool for expanding sales channels both domestically and internationally without risk or problems for manufacturers.

SUPER DELIVERY has led the industry as a service enabling online purchase since the launch of its services in 2002. It is currently used by more than 1,900 companies^(*), and approximately 1,360,000 products^(*) have been exhibited. It is also used by many small and medium-sized companies from the perspective of improving business efficiency, and needs are increasing also as a result of the recent change in the form of business from in-person to online due to the impact of COVID-19. The number of stores using SUPER DELIVERY is increasing as the number of products increases.

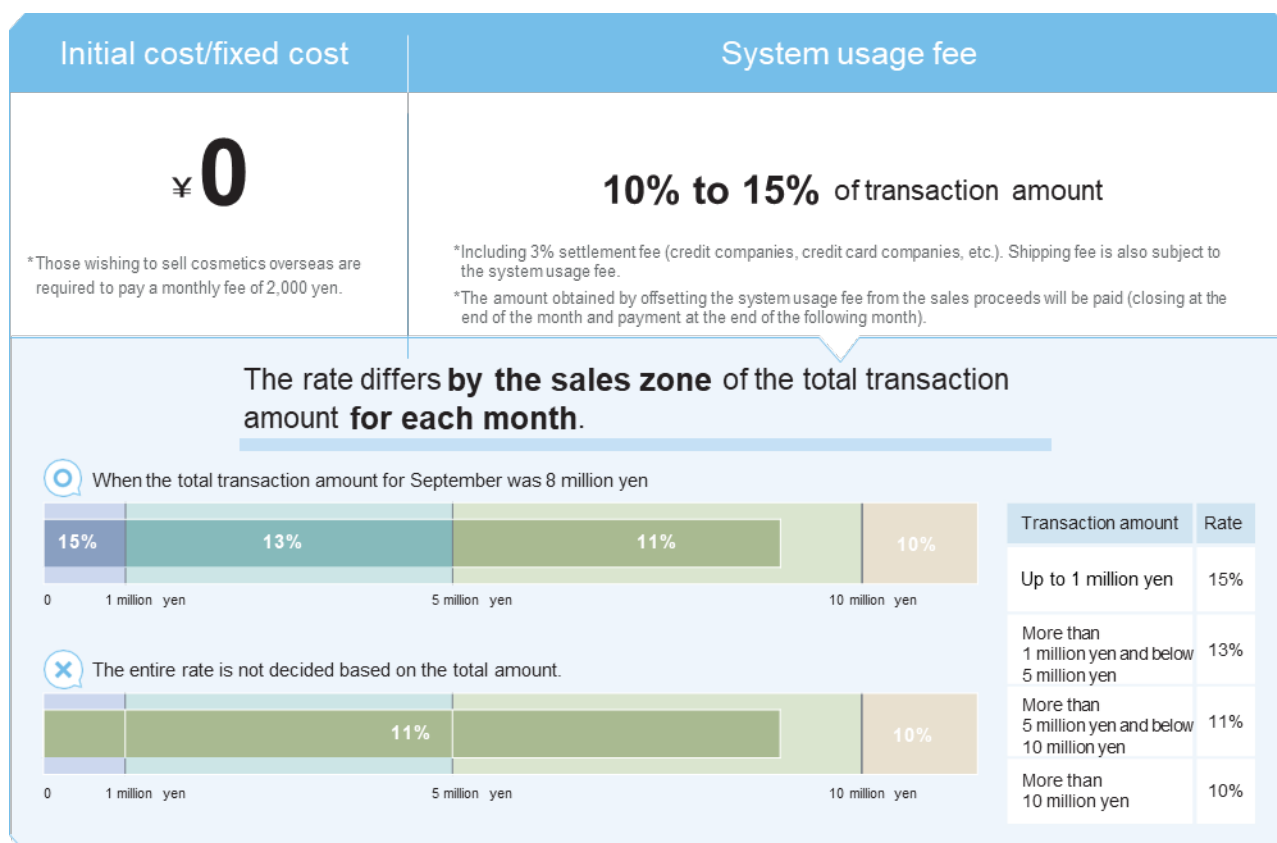
As for SUPER DELIVERY, we intend to provide services to many small and medium-sized companies as well as enhance its convenience at the same time in order to continue enhancing the degree of adequacy of products and enable stable product supply to retailers and business operators. Against such backdrop, we decided to review the fee system of the service and release a new fee plan which reduces the burden of companies regarding the fee for using the service.

We will lower the hurdle for introduction and continuation of the service by making the fixed monthly cost free and providing SUPER DELIVERY to more companies as a service supporting the revitalization of small and medium-sized companies.

(*)^(*) As of October 2020

■Details

To use SUPER DELIVERY, users were required to pay a basic exhibition fee of 40,000 yen (excluding tax) per month as a fixed cost and 10% of the order amount as the system usage fee until now, but the basic exhibition fee has become free under the new fee plan and only the system usage fee will be charged. Moreover, the rate of the system usage fee differs depending on the sales zone of the total transaction amount for each month.



■Those Considering Exhibiting Products

Please contact us through the following URL if you are considering exhibiting products on SUPER DELIVERY.
<https://www.superdelivery.com/i/individualConsultation/input>

■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 1,230,000 products have been exhibited. It is effective for manufacturers as a tool for expanding sales channels to 179,731 stores beyond the region and enables retailers to transact with 2,032 participating companies via the internet, significantly increasing the number of suppliers. It eliminates costs, problems, 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 July 2020.)



Raccoon Holdings, Inc.
 Representative: Isao Ogata, President & Representative Director
 Location: 1-14-14 Nihonbashi-Kakigaracho, Chuo-ku, Tokyo
 Established: September 1995
 Capital: 1,511,369 thousand yen (as of the end of July 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 July 2020)
 URL: <https://commerce.raccoon.ne.jp>

Inquiries regarding this matter

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