

December 8, 2020

Raccoon Holdings, Inc.

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



## Wholesale Purchasing Site “SUPER DELIVERY” and Online Shop-Opening Service “BASE” Launch Service Collaboration

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, launched a service collaboration with “BASE,” an online shop-opening service operated by BASE, Inc. (Head office: Minato-ku, Tokyo, President & CEO: Yuta Tsuruoka).

As a result, it will become possible to register the information of products purchased on SUPER DELIVERY to sell at online shops that were established in “BASE” through an extension, “SUPER DELIVERY App,” when retailers and business operators using “BASE” make a purchase on SUPER DELIVERY, and we intend to improve the efficiency of online shop operation as well as lead it to the support of purchases and improvement of the recognition of the service by shop owners using “BASE.”



### ■ 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.

“BASE” is an online shop-opening service used by 1,200,000 shops including individuals engaged in manufacturing, corporations, and local governments supporting regional revitalization.

This time, they launched a service collaboration for improving the efficiency of registration work of product information at online shops established through “BASE,” with an aim to improve work efficiency in online shop operation and support purchases for the users of both SUPER DELIVERY and BASE. When retailers and business operators using “BASE” make a purchase on SUPER DELIVERY, the information of the products which they purchased will be registered at online shops through API linkage, and sales workload can be reduced.

We believe that such linkage will offer the proposal of work efficiency from purchase to sales and lead to improvement of the recognition of the service in SUPER DELIVERY.

Moreover, we will conduct the following campaign for newly registered stores to urge more retailers and business operators to use SUPER DELIVERY on this occasion.

### ■ Details of the campaign

We will conduct the following campaign targeting those who are currently using “BASE” and will newly register on SUPER DELIVERY this time.

- Six-month free membership
- Granting “SD Point” worth 1,000 yen that can be used when making purchases on SUPER DELIVERY

## ■Reference

### Online shop-opening service “BASE” <https://thebase.in>

“BASE” is a web service which enables everyone to easily open online shops. There are no fixed plans such as initial cost and monthly cost, and commission fees will occur only when products are sold. It is characterized by the fact that it can be used for free without any risks until products are sold. It offers functions that are necessary for the operation of online shops such as easy-to-implement payment functions, stylish design templates, and transaction analysis tools, and even those who had difficulty in starting online shops due to various reasons such as cost, web skills, and time can easily use it. Because online shops can be operated with simple operability, those who plan, produce, and manufacture products can deal with everything until sales while manufacturing.

### 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 1,380,000 products have been exhibited. It is effective for manufacturers as a tool for expanding sales channels to 191,867 stores beyond the region and enables retailers to transact with 2,112 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 October 2020.)



Raccoon Holdings, Inc.

Representative: Isao Ogata, President & Representative Director

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

Established: September 1995

Capital: 1,852,237 thousand yen (as of the end of October 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 October 2020)

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

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