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Z Holdings Corporation

ASKUL Corporation

Demae-can Co., Ltd.

Z Holdings Begins Demonstration Experiment on Instant Delivery Service in Collaboration with ASKUL and Demae-can

- Experiment to begin in Itabashi area from end of July 2021
- Daily necessities and groceries can be delivered in as little as 15 minutes after ordering

Z Holdings Corporation (hereinafter "ZHD"), together with group companies, ASKUL Corporation (hereinafter "ASKUL") and Demae-can Co., Ltd. (hereinafter "Demae-can") will begin a demonstration experiment of "Instant Delivery Service" which provides an immediate delivery of daily necessities and groceries from the end of July 2021. The experiment will start in some areas including areas in Itabashi Ward, Tokyo, and is scheduled to sequentially expand into three to five areas.

In this demonstration experiment, users will be able to select from approximately 300 products sold by ASKUL on Demae-can's service, place an order and make payment, and receive the products in as little as 15 minutes^{*1}. Demae-can's delivery staff will receive the product at a special warehouse in Tokyo after receiving the order, and deliver the product to the designated delivery destination by bicycle or motorcycle. ZHD, Yahoo Japan Corporation and LINE Corporation will support the marketing activities such as customer attraction and point-reward measures.

The scale of the BtoC EC market (in the field of merchandise sales) for 2019 announced by the Ministry of Economy, Trade and Industry has increased^{*2} to JPY10.05 trillion (up 8.09% from the previous year). Further increases in demand for Internet shopping and delivery are expected due to the increase in the number of dual-earner households and the elderly, as well as the need to prevent the spread of the new coronavirus. Immediate needs for items such as beverages and hygiene products can be met through this demonstration experiment.

【Outline of Instant Delivery Service】

■Experiment period: End of July 2021 - End date undetermined^{*3}

■Target area: Some areas including areas in Itabashi Ward, Tokyo

■How the products are delivered:

1. Users order the product at ASKUL store in Demae-can service (app or website), specify the delivery address, and make the payment.
2. Delivery staff receives the order information.
3. Delivery staff receives the product at a dedicated warehouse.
4. Delivery staff delivers the product to the designated delivery address by motorcycle or bicycle.

■Products handled: Approximately 300 types (planned)

- Daily necessities such as laundry products, cleaning products, batteries, baby products, hygiene products, pet products, etc.
- Food and beverages such as chilled food (planned), frozen food, cup noodles, pouched

food, bread, juice, alcoholic beverages, etc.

In addition to understanding the needs for immediate delivery in the last mile delivery through this demonstration experiment, ZHD, ASKUL and Demae-can will consider expanding the range of products handled, areas covered and collaborating with other services in an effort to further improve the shopping experience, enabling users to get the products they want, when they want them. In addition, we will continue to solve social issues through the digitization of industries.

*¹ Delivery time is an estimate. The minimum delivery time is expected to be 15 minutes to an hour.

*² Source: Ministry of Economy, Trade and Industry "FY2019 Global Economy Survey for Formulating an Integrated Domestic and External Economic Growth Strategy (E-Commerce Market Survey)"

*³ May be terminated early depending on the outcome of the demonstration experiment.

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