

December 26, 2022

SBS Holdings, Inc.

## SBS Group Makes Full-Scale Entry into the EC Platform Business – Roll-out of one-stop service “EC Logistics Entrustment” Using Hiroki Hasegawa as brand representative –

On December 26, the SBS Group (Representative: Masahiko Kamata; headquarters: Shinjuku-ku, Tokyo) announced its full-scale entry into the e-commerce (EC) platform business. The Group will roll out the “EC Logistics Entrustment” service, which will provide a range of services in a one-stop manner, from warehousing to shipping and delivery, and is targeting 100 billion yen in EC logistics-related net sales by 2030.



In recent years, the domestic EC market has been expanding rapidly, and the Company expects the market size to increase from approximately 13 trillion yen in 2021 to 20 trillion yen in 2030. As various companies enter the EC business or expand their EC sales volumes, each company faces unique challenges, such as increased volume and concentration, inventory optimization, rising delivery costs, and labor shortages. Amid these circumstances, the SBS Group has combined the warehouse management and delivery expertise that it has cultivated through inter-company logistics, as well as the digital transformation (DX) in logistics utilizing logistics technology (LT), to create “EC Logistics Entrustment” as a platform optimized for each industry, which eliminates customer opportunity loss and will contribute to the further growth of the EC market.



Service website: <https://ec.sbs-group.co.jp/>

“EC Logistics Entrustment” (trademark pending) is a service that offers one-stop support for all phases of EC logistics, from warehousing to storage to shipping, distribution processing, last-mile delivery, and from website production to operation and order management. The SBS Group will utilize its network of more than 700 sites in Japan and

overseas for distributed storage and shipping, various functions based on logistics DX, and measures to save labor and respond to fluctuations, thereby supporting customers' EC and logistics strategies.

Masahiko Kamata, Representative of the SBS Group, commented: "Through the 'EC Logistics Entrustment' service, we will provide EC logistics operations for all industries, and offer support tailored to each customer's needs. At a distribution center in Noda City, Chiba Prefecture, which will begin operating in early 2024, we will create an area dedicated to EC logistics, where robots move around freely. We intend for this to kickstart our efforts to grow net sales in the EC logistics-related business to 100 billion yen by 2030, and make it SBS Holdings' second major business after the 3PL and 4PL businesses."

Furthermore, the Group has also appointed actor Hiroki Hasegawa as the brand representative for "EC Logistics Entrustment." From December 26, the Group will be conducting promotional activities over a period of one year, including TV commercials, taxi advertisements, and streaming videos on YouTube. Please look out for Hiroki Hasegawa's explanation of "EC Logistics Entrustment."

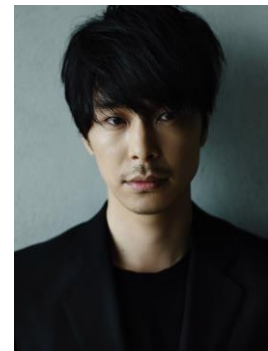
## Hiroki Hasegawa

Born in Tokyo.

He made his debut in the stage "BENT" in 2002. He has made his presence felt in many stage productions, and has since expanded his field to include dramas and movies. He attracted attention with his first starring role in the drama "Suzuki Sensei" (2011), and has since appeared in a variety of other productions.

Major works include the drama "Little Giant" (17), the TV series "Manpuku" (18), and the film "Yes, I Can't Swim" (22).

He won the Japan Academy Award for Outstanding Performance by an Actor in a Leading Role for the film "Shin Godzilla" (16), the Hoso Bunka Foundation Award for his performance in the NHK drama "Natsume Soseki's Wife" (16), and the Hashida Award and Nikkan Sports Drama Grand Prix for Best Actor in a Leading Role for his performance as Akechi Mitsuhide in the NHK historical drama "The Kirin comes" (20).



Hiroki Hasegawa commented:

I have been given the opportunity to serve as the brand representative for the SBS Group's new service "EC Logistics Entrustment."

In this commercial, I aimed to convey an image of the service to viewers in an easy-to-understand manner.

I hope that it will interest as many people as possible, and that it will encourage people to use "EC Logistics Entrustment."

## ■ Reference

### <Overview of SBS Group>

Holding company: SBS Holdings, Inc. (SBS Group Holding Company)

Established: December 1987

Representative: Masahiko Kamata, President and Representative Director

Listed: Prime Section of the Tokyo Stock Exchange (Securities code: 2384)

Head office: Sumitomo Fudosan Shinjuku Grand Tower, 8-17-1, Nishi-Shinjuku, Shinjuku-ku, Tokyo

Capital: 3.9 billion yen

Net sales: 403.4 billion yen (Consolidated)

Number of employees: 23,494 (including 10,689 full-time employees, consolidated)

Since its foundation in 1987, the SBS Group has contributed to the creation of benefits for customers by enhancing logistics and ancillary services and providing 1-stop logistics services. Within the SBS Group, we have a group of companies that handle a variety of products, from foodstuffs to extra-heavyweight items, a group of companies that can respond to a variety of delivery formats, including route, area, and same-day delivery, and a group of companies that specialize in logistics facility development and environmental logistics.

URL:<https://www.sbs-group.co.jp>

## ■ Inquiries about this News Release

Corporate Communication Division, SBS Holdings Inc.

e-mail : [contact11@sbs-group.co.jp](mailto:contact11@sbs-group.co.jp)

The information described in this material is current as of the announcement date. Please note that the information may change without notice after this date.