

July 29, 2024

News Release

SBS Holdings, Inc.

Fumiya Takahashi visited the SBS Group's new EC distribution base!

-Fumiya Takahashi appointed as SBS Group's New Brand Ambassador-

Actor Fumiya Takahashi visited the Noda Seto Logistics Center in Noda City, Chiba Prefecture, a logistics base completed in February 2024 for EC Logistics Omakase-kun (Entrustment) of the SBS Group (President and Representative Director: Masahiko Kamata, Head Office: Shinjuku-ku, Tokyo). The commercial, which covers the latest logistics robots and SBS Group professionals, has been released.



この物流は
スcoopだ。

EC物流に
特化した、
日本最大級の
物流拠点!?

あの物流
大手SBSが
EC物流を
変える!

物流ロボットも
利用できる、共同
プラットフォーム!

商品撮影や
サイト運用まで
お任せ!?

物流の革新を、ビジネスの成長に。
EC物流お任せくん

業界やEC特性に応じた
物流システムを構築!

SBS グループ
For Your Dreams.

The EC retail market has been expanding rapidly in recent years. At the same time, various issues have arisen, including growing logistics volumes, inventory optimization, and lost opportunities due to delivery costs and labor shortages. The new EC platform service "EC Logistics Omakase-kun" is a solution to these industry-wide issues. We have built a logistics platform optimized for EC logistics by combining our warehouse management and delivery expertise cultivated in inter-company logistics and logistics DX utilizing Logistics Technology (LT). Since its launch in December 2022, the service has been used by many e-commerce companies.

The Noda Seto Logistics Center, the setting of this commercial, was opened to further strengthen the "EC Logistics Omakase-kun" business. The large new warehouse completed in February 2024 is equipped with logistics robots, freezing and refrigerating equipment, and facilities to prepare product information, including images, dimensions, and product descriptions, for online shopping. In addition to the construction of logistics, we provide one-stop logistics support for everything required for EC

logistics, from the creation of EC sites to product photography and customer service.

In the commercial, actor Fumiya Takahashi gives a lively report on the appeal of the Noda Seto Logistics Center, he is surprised at various logistics robots, and actually rides a large truck with a truck driver from the SBS Group.

[YouTube link (commercial video/behind-the-scenes video)]

- EC Logistics Omakase-kun”This logistics is a scoop!”30s ver.

<https://youtu.be/Qv6fJrsfrrA>

- EC Logistics Omakase-kun”This logistics is a scoop!”15s ver.

https://youtu.be/ep_ZzcacSdc

- SBS Group”Our amazing colleagues!”15s ver.

<https://youtu.be/sBBCHlggbIU>

- EC Logistics Omakase-kun, making of video

<https://youtu.be/GzjctgDan2U>

Fumiya Takahashi will appear as a brand ambassador of the SBS Group not only in TV commercials, but also on our website and YouTube videos. Please do not miss them.

[Comment from Fumiya Takahashi]

I was happy to have an opportunity to learn more about the logistics industry. To be honest, the experience has changed my image of the industry. In a logistics company, I could imagine only truck drivers, but when I talked with the people of the SBS Group, I was impressed by the fact that a variety of employees working there, including people who create logistics systems, people who promote them, and people who operate cutting-edge robots.

■ Reference

< Profile of Fumiya Takahashi >



Born on March 12, 2001 in Saitama Prefecture, Japan.

In 2019, he made his acting debut with "Kamen Rider Zero-One." Since then, he has appeared in dramas such as "Saiai," "Kimi no Hana ni Naru" and "Fermat no Ryori." In 2023, he won the Newcomer of the Year at the 47th Japan Academy Film Prize for "Our Secret Diary." Most recently, he appeared in the movie "Karakai Jozu no Takagi-san" and is currently appearing in the Friday night drama "Densetsu no Kashira: Shou" from July. Also, "Blue Period" (released on August 9), "Ano Hito ga Kieta" (released on September 20), and "The Boy and the Dog" (released in 2025) are due to be released soon.

■ Reference

<Overview of SBS Group> (As of December, 2023)

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: 431.9 billion yen (Consolidated)

Number of employees: 23,562 (including 10,904 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>

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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