



March 7, 2024

Shopify Japan, Inc.

Yamato Transport Co., Ltd.

## Shopify and Yamato Transport to Launch a New Service for Smoother Package Delivery and Pickup for E-Commerce Businesses in Japan from Late March

Customers can now check the earliest possible delivery date before purchase, and designate pickup at convenience stores

Shopify Japan, Inc. (Headquarters: Shibuya-ku, Tokyo; Country Manager: Makoto Tahara; hereinafter "Shopify") and Yamato Transport Co., Ltd. (Headquarters: Chuo-ku, Tokyo; Representative Director and President: Yutaka Nagao, hereinafter "Yamato Transport") hereby announce the two will partner to offer a new service that will enable smooth delivery and pickup of packages for e-commerce businesses in Japan that use Shopify, to launch in late March 2024.

### 1. Background and Objectives

Recently, Japan's e-commerce market has seen a growing number of users spurred by the COVID-19 pandemic, and the user base has continued to expand\* even after the pandemic has subsided. Purchasers are not only demonstrating more diverse needs for how they receive packages due to changes in the logistics environment, but there is also a growing need for environmentally friendly delivery to mitigate climate change, an issue that has become central to society. However, since implementing functionality and services to boost e-commerce user convenience (e.g., displaying scheduled delivery dates on e-commerce sites) requires in-house system development, this presents a particularly high implementation hurdle for small and medium-sized e-commerce businesses.

Now, Shopify and Yamato Transport will begin offering a series of new services for e-commerce businesses in Japan using Shopify in late March 2024 to ensure smooth delivery and receipt of packages.

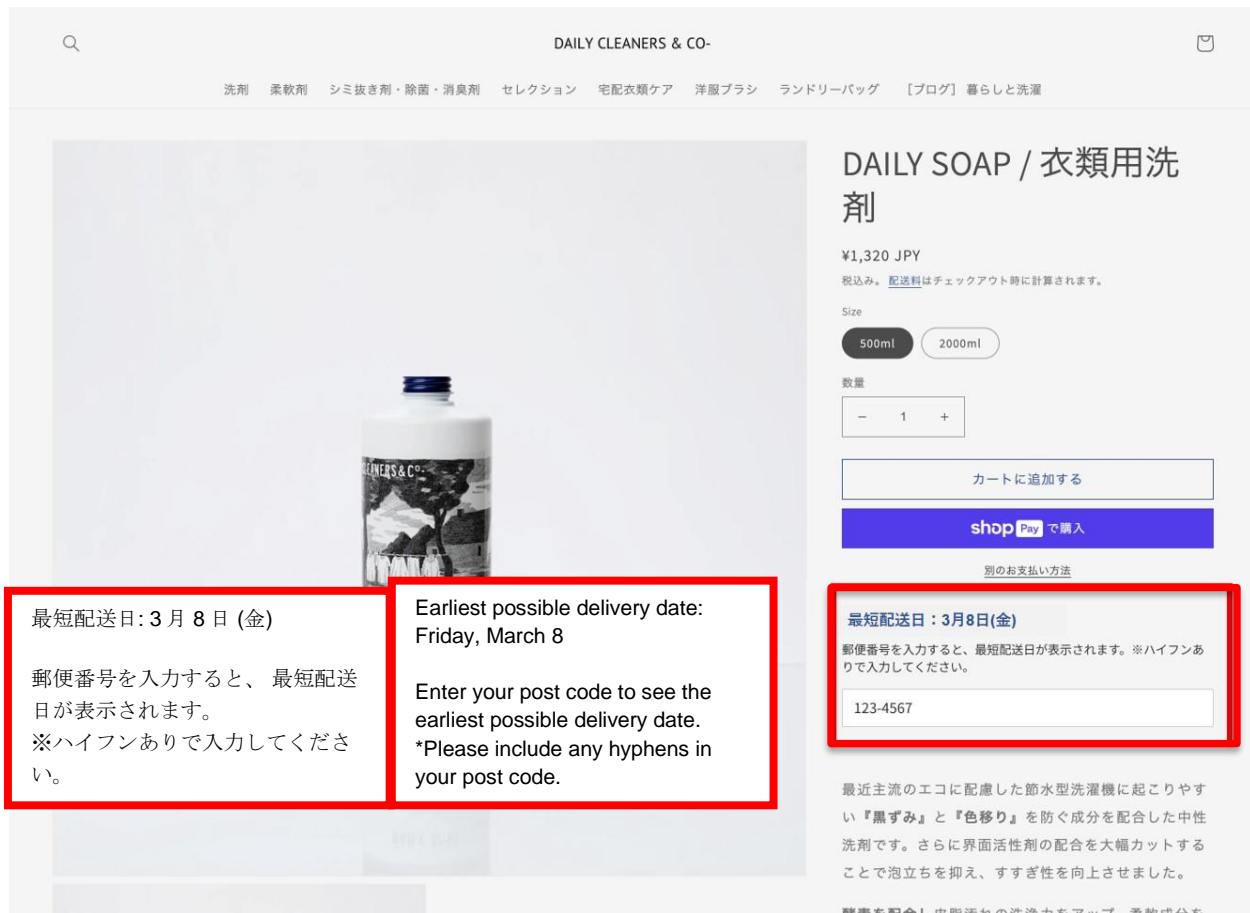
Going forward, the two will continue to provide services help streamline operations for e-commerce businesses in Japan and boost convenience for purchasers.

\*Source: Ministry of Economy, Trade and Industry, Results of FY2022 E-Commerce Market Survey  
Compiled

(URL : <https://www.meti.go.jp/press/2023/08/20230831002/20230831002.html>)

## 2. Service Overview

(1) Enables automatic display of the earliest possible delivery date at the time of purchase  
Starting in late March, the Yamato Transport Earliest Possible Delivery Date Auto-Display Application will be added to Shopify, automatically displaying the earliest possible delivery date when the purchaser enters their delivery post code on the business's e-commerce site. Knowing the earliest possible delivery date at the time of purchase will improve convenience for purchasers and increase the purchase rate. The Yamato Transport Earliest Possible Delivery Date Auto-Display Application is a new application developed and managed by Yamato Transport.



Product page screenshot

(2) Enables selection of preferred pickup place/time (including convenience stores)

Starting in late March, a custom delivery app on the Shopify App Store that provides various functions related to shipping will support Yamato Transport's API for picking up e-commerce packages at locations other than the purchaser's home\*. This allows purchasers to pick up their packages at Yamato Transport sales offices, convenience stores, and open-type courier delivery lockers. In addition to improving convenience for purchasers, the ability to receive packages all at once will also help reduce redeliveries.

\*About Yamato Transport's API for picking up e-commerce packages at locations other than the purchaser's home

URL (Japanese only):

[https://business.kuronekoyamato.co.jp/service/lineup/business\\_members/api/pickup/index.html](https://business.kuronekoyamato.co.jp/service/lineup/business_members/api/pickup/index.html)

All services are provided via Shopify's e-commerce platform.

## Reference

### About Shopify

Founded in Ottawa, Ontario, Canada, Shopify provides a world-class commerce platform and essential commerce services. From startups to small and midsize businesses to large corporations, its single platform helps retailers of all sizes launch, market, grow, and operate their commerce ventures.

Shopify is available in more than 175 countries around the world. With a mission of "making commerce better for everyone," the company's platform and services are designed for speed, reliability, and security, whether deployed online, in a physical store, or in a hybrid environment, to bring customers around the world closer to a highly satisfying shopping experience.

For more details, see: <https://www.shopify.com/jp>

### For Inquiries Regarding this Release

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Yamato Transport Co., Ltd. Corporate Customer Inquiry Form

URL: <https://business.kuronekoyamato.co.jp/contact/form/>

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