



September 30, 2024
Yamato Holdings Co., Ltd.
Redhorse Corporation

Yamato Group and Redhorse Corporation Announce Capital and Business Alliance

Yamato Holdings Co., Ltd. (Head Office: Chuo-ku, Tokyo; Representative Director and President: Yutaka Nagao, hereinafter "Yamato HD") and RH Co., Ltd. (Head Office: Minatok-ku, Tokyo; President: Taiho Shu, hereinafter "RH"), a holding company of Redhorse Corporation (Head Office: Sumida-ku, Tokyo; President and Executive Officer: Kensuke Yamada, hereinafter "RHC") have agreed that Yamato HD will acquire 48.57% of all outstanding common shares of RH. In addition, Yamato Transport Co., Ltd. (Headquarters: Chuo-ku, Tokyo; Representative Director and President: Yutaka Nagao), a subsidiary of Yamato HD, and RHC hereby announce that they have entered into a business alliance agreement on September 24, 2024, with the aim of aiding stronger development of local communities.

1. Purpose of the Capital and Business Alliance

(1) Strengthening efforts for regional revitalization

In the area of hometown tax payments, harnessing management resources and collaborating in operations between the two companies will contribute to sustainable development of the hometown tax payment system. Specifically, the two companies will achieve this by providing one-stop solutions ranging from disseminating information about each region, developing attractive return gifts, operating donation sites on behalf of producers and municipalities, providing management systems, handling distribution processing and last-mile delivery of return gifts, and so on. In addition, for the purpose of stimulating local economies, the two companies aim to establish a business model for creating independent and self-reliant regions, which will lead to increased migration and tourism and other people-related flows through the discovery and development of local products in cooperation with local stakeholders, promotion of industry by expanding distribution and sales channels, and succession of business, etc.

(2) Enhancing hometown tax payment management agency functions and expanding last-mile delivery

RHC has developed a hometown tax payment planning and management agency business for municipal governments. In collaboration with Yamato Transport, RHC will strengthen its ability to make proposals to municipalities by providing a one-stop solution including last-mile delivery. In addition, by utilizing Yamato Transport's customer base for the development of return gifts and sales resources, RHC aims to increase the number of municipalities entrusting it with hometown tax payment management, the number of return gifts handled, and the number of deliveries.

(3) Local product distribution and other areas

RHC's OWL online market is a direct-to-customer (D2C) business connecting producers and individual users via its e-commerce site, and has been well received for its meticulous producer follow-up and branding of the primary products sold on the platform. Utilizing Yamato Transport's customer base, RHC will promote business collaboration by cultivating new producers and integrating with Yamato Transport's Kuroneko Members membership service for individuals, among other initiatives.

2. Start Date of Capital Alliance

September 30, 2024

3. Company Comments

Toshiyuki Sakurai, Executive Officer (Responsible for Regional Co-creation Business Development and Area management Project), Yamato Transport Co., Ltd.

Together, we will work to energize Japan from its community roots by communicating the charms of regions throughout Japan. We intend to explore the expansion of off-market distribution of primary products, utilization products with imperfections for commercialization, and establishment of an efficient distribution platform. We hope you will look forward to our developments here.

Kensuke Yamada, President and Executive Officer, Redhorse Corporation

In promoting the realization of our business mission of creating independent and self-reliant communities, we see this as an opportunity to do what cannot be accomplished by single entities. Furthermore, we will continue to strive for the further development of local municipalities and local businesses by growing our own business in the areas of product development, tourism development, and distribution platforms, including the hometown tax payment system.

Contact

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Reference

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Japan

Established: March 1964

Capital: 100 million yen

Representative: Kensuke Yamada, President and Executive Officer