



NEWS RELEASE

March 12, 2025

Yamato Holdings Co., Ltd.

Yamato Holdings Co., Ltd. Joines the Hokkaido F Village X Acceleration Program to Create Value in Collaboration with Local Communities Investing to Scrum Hokkaido Fund I, LP to strengthen ties with startups

Yamato Holdings Co., Ltd. (Headquarters: Chuo-ku, Tokyo; Representative Director and President: Yutaka Nagao) has joined the global acceleration program Hokkaido F Village X (hereinafter “HFX”) organized by Scrum Ventures LLC (Headquarters: United States; Founder and CEO Tak Miyata) and its subsidiary Scrum Studio, Inc. (Headquarters: Minato-ku, Tokyo; President: Masami Takahashi) in order to realize value creation in collaboration with local communities.

HFX is operated by Scrum Studio and together with its operational co-partner, Fighters Sports & Entertainment Co., Ltd. (Headquarters: Kitahiroshima Hokkaido; President: Masaru Komura; hereinafter “FSE”), the Hokkaido Ballpark F Village (hereinafter “F Village”) will serve as the focus of local support for domestic and international startups.



Left : Ken Maezawa, Managing Director, General Manager of Development Headquarters Fighters Sports & Entertainment Co., Ltd

Mid : Tak Miyata, Scrum Ventures LLC Founder and CEO

Right : Yasuhiro Saito, Senior Manager, Innovation Promotion, Yamato Holdings co., Ltd.

The Yamato Group signed a logistics partnership agreement with Fighters Sports & Entertainment Co., Ltd. in March 2023 to build optimal logistics services withn ES CON FIELD HOKKAIDO and F Village. We are also actively working together with local companies and municipalities to solve regional issues in Hokkaido, such as supporting people with shopping difficulties* using collection and delivery vehicles converted to serve as dedicated mobile sales vehicles, while demonstrating relay transportation using “Michi-no-Eki” roadside stations as a base.

Now, by joining HFX, Yamato Group will accelerate tackle various challenges, such as business tie-ups and demonstration experiments with startups in Japan and overseas. Furthermore, in order to acquire the latest technological information and strengthen ties with domestic and international startups that contribute to solving regional issues in Hokkaido, the Yamato Group will invest in Scrum Hokkaido Fund I, LP, a venture capital fund managed by Scrum Ventures LLC, the organizer of HFX. Through participation in HFX and investment in this fund, Yamato Group aim to create new value in collaboration with local communities by working together with various startups in Japan and overseas to promote regional development throughout Hokkaido.

■ Overview of Hokkaido F Village X (HFX)

HFX selects 10 startups per year, for a total of about 30 startups over three years, to support the demonstration and implementation of technologies and services in five categories:

Sports/Entertainment/Stadiums, Food & Agriculture, Mobility, Sustainability, and Well-Being.

Scrum Hokkaido Fund I, LP, established in March 2025, will invest in cutting-edge startups participating in HFX.

Official website URL: <https://hfx.jp/en/>

■ Comments by Ken Maezawa, Managing Director, General Manager of Development Headquarters , Fighters Sports & Entertainment Co., Ltd

I firmly believe that HFX working with Yamato Holdings, a leading company in the logistics industry and currently serving as a powerful partner in facility operations, will bring new perspectives and value to ES CON FIELD and F Village. Through the implementation of new technologies that will realize our concept of co-creative spaces, we aim to revitalize local communities and contribute to society at large.

* People in a situation where daily shopping opportunities are not adequately provided due to various reasons such as weakened distribution functions and transportation networks amid a declining population, falling birthrate, and aging population.

Contact

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Reference

Press releases:

Scrum Studio Unveils New HFX Acceleration Program to Host Global Startups in Hokkaido, Japan (March 12, 2025)

URL: <https://www.prnewswire.com/news-releases/scrum-studio-unveils-new-hfx-acceleration-program-to-host-global-startups-in-hokkaido-japan-302399840.html>

Fighters Sports & Entertainment Co., Ltd.: Notice of Participation in the Hokkaido F Village X (HFX) Acceleration Program as an Operational Cooperation Partner (March 12, 2025) *Japanese only

URL: <https://www.hkdballpark.com/news/633/>

Yamato Transport Co., Ltd.: Signed Logistics Partnership Agreement with Fighters Sports & Entertainment Co., Ltd. (March 1, 2023) *Japanese only

URL: https://www.yamato-hd.co.jp/news/2022/newsrelease_20230301_1.html

About Hokkaido Ballpark F Village

URL: <https://event.hkdballpark.com/visitguide/en/>

KURONEKO Innovation Fund Website

URL: <https://www.kuroneko-v.com/en/>