



NEWS RELEASE

October 21, 2025

Yamato Holdings Co., Ltd.

Invested in SECAI MARCHE Inc., Cold Chain and E-Commerce Platform Provider Focused on Southeast Asia

Yamato Holdings Co., Ltd. (Head Office: Chuo-ku, Tokyo; Representative Director and President: Yutaka Nagao), through the KURONEKO Innovation Fund II (hereinafter “KIF II”) (Operator: Global Brain Corporation), has invested in SECAI MARCHE Inc., (Head Office: Chiyoda-ku, Tokyo; Representatives: Shusaku Hayakawa and Ami Sugiyama), which operates an e-commerce platform that directly connects producers and consumers with its unique cold chain in Southeast Asia.

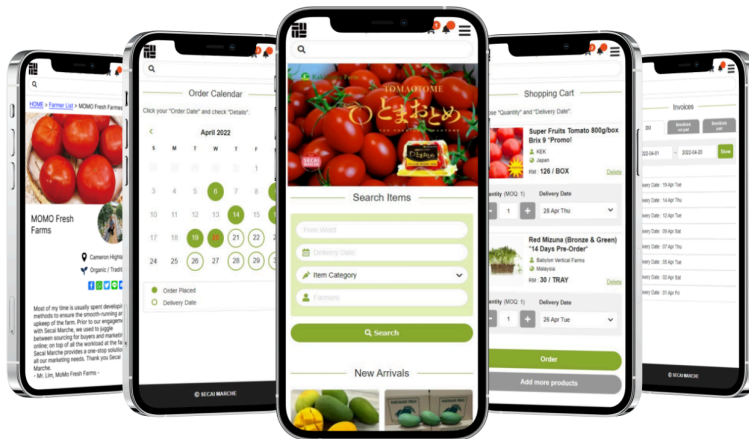


Illustration of the SECAI MARCHE mobile app

SECAI MARCHE has revolutionized the supply chain in the agriculture and food industry by establishing a unique distribution network centered on its cold chain, enabling direct delivery of fresh produce in Southeast Asia. Furthermore, the company is working to optimize logistics by enhancing functionality in the series of processes from order to delivery and improving the accuracy of demand forecasting through the use of AI. This has resulted in improved customer satisfaction from benefits such as reduced costs and lead times, propelling e-commerce platform's growth to become one of the largest in Southeast Asia.

Now, KIF II has made an investment in SECAI MARCHE in recognition of the company's establishment of a distribution network for fresh produce in Southeast Asia and its use of digital technology to provide fresh produce to consumers quickly and at fair prices.

By incorporating SECAI MARCHE into the KURONEKO Innovation Fund portfolio, the Yamato Group will combine its own logistics network and cold chain expertise with SECAI MARCHE's strong business network in Southeast Asia. Together, the companies will create new logistics and new value in the Southeast Asian market, including expanding sales channels for Japanese producers to Southeast Asia.

■ About SECAI MARCHE Inc.

Established: July 2018

Head office: 1F-3F, Spaces Otemachi Building, 1-6-1 Otemachi, Chiyoda-ku, Tokyo

Representatives: Shusaku Hayakawa, Ami Sugiyama

Business lines: Provision of the SECAI MARCHE e-commerce platform for fresh food in Southeast Asia

Website URL: <https://secai-marche.co.jp/>



Contact

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Reference

Press release:
Established the KURONEKO Innovation Fund No. 2 with 8 Billion Yen (May 15, 2024)
URL : https://www.yamato-hd.co.jp/english/news/2024/pdf/newsrelease_20240515_en01.pdf

KURONEKO Innovation Fund website:
URL : <https://www.kuroneko-v.com/en/>



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