



50th
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NEWS RELEASE

February 10, 2026

Yamato Transport Co., Ltd.

Hello Kitty Leads Our TA-Q-BIN 50th Anniversary Celebration Gift Campaign, Launching February 10 in Gratitude of 50 Successful Years

A total of 3,000 lucky winners will be selected to receive limited-edition collaboration merchandise



Yamato Transport Co., Ltd. (Headquarters: Chuo-ku, Tokyo; Representative Director and President: Seiichi Awa) hereby announces that it will hold the TA-Q-BIN 50th Anniversary Celebration Gift Campaign from February 10, 2026 to March 31, 2026.

Of the customers who send TA-Q-BIN parcels during the eligibility period and apply for the campaign, 2,900 customers will be selected by random drawing to receive limited-edition collaboration merchandise only available through this campaign. Customers logged in to and sending TA-Q-BIN with our Kuroneko Members service will earn an extra chance to win a prize. Not only that, but of X (formerly Twitter) or Instagram users who follow the official Yamato

Transport on either platform and repost (on X) or like (on Instagram) the campaign post, another 100 winners will be selected by random drawing to receive limited-edition collaboration merchandise.

Launched in 1976, the TA-Q-BIN parcel delivery service celebrated its 50th anniversary on Tuesday, January 20, 2026. From all of us at the Yamato Group, we offer our most sincere appreciation for your support over the last 50 years. TA-Q-BIN has held the value of connecting its customers' hearts with every delivery, a value that overlaps with the "proof of friendship" symbolized by the ribbon worn by Sanrio's Hello Kitty character. Now, we are pleased to deliver to our customers 50 years of gratitude alongside Hello Kitty, a much-beloved character by people of all generations.

For more information, please visit the TA-Q-BIN 50th Anniversary Celebration Gift Campaign website.

URL : <http://takkyubin-50th-cp.com>

■ Limited-Edition Collaboration Merchandise

Prize A

Hello Kitty Delivers!

Truck Plush Toy



Truck: Approx. 18 cm (W) x 20 cm (H) x 30 cm (D)

Hello Kitty: Approx. 15 cm (W) x 20 cm (H) x 10 cm (D)

Prize B

A Catnap with Hello Kitty

Cardboard Box-Style Cushion for Pets



Cardboard box: Approx. 60 cm (W) x 20 cm (H) x 40 cm (D)

Hello Kitty: Approx. 25 cm (W) x 32 cm (H) x 16 cm (D)

*Images are for illustrative purposes only. Actual products may differ.

* Size is subject to change.

■ Overview of the TA-Q-BIN 50th Anniversary Celebration Gift Campaign (2,900 Winners)

Campaign period	February 10, 2026, 7:00 a.m. to March 31, 2026, 11:59 p.m.
Eligible products	<p>TA-Q-BIN (including Cool TA-Q-BIN, Golf TA-Q-BIN, Ski TA-Q-BIN, Airport TA-Q-BIN, Round Trip TA-Q-BIN (outbound), PC TA-Q-BIN, TA-Q-BIN Time Service, and International TA-Q-BIN)</p> <p>* TA-Q-BIN parcels sent by individual customers are eligible for this campaign. (Receiving parties are not eligible.)</p> <p>* Excluded products</p> <ul style="list-style-type: none"> • TA-Q-BIN Cash on Delivery • TA-Q-BIN Compact • Koneko-Bin 420 • Round Trip TA-Q-BIN (return) • TA-Q-BIN via private transaction sites (flea market / auction sites) • TA-Q-BIN parcels sent under corporate contracts • TA-Q-BIN parcels received
Eligible customers	Individual customers
Application and winner notification method	<p><u>Step 1: Ship a TA-Q-BIN product</u> Send a TA-Q-BIN product during the campaign period.</p> <p>* One entry per shipment (waybill number).</p> <p>* Customers logged in to and sending TA-Q-BIN with our Kuroneko Members service will earn an extra chance to win their preferred prize.</p> <p><u>Step 2: Apply for the campaign using your waybill number</u> Enter the 12-digit waybill number of the package you sent and the prize you would like to win on the application form provided on the campaign website.</p> <p><u>Step 3: Winners of limited-edition collaboration merchandise are selected by random drawing</u> Winners will receive an email from the campaign office to the email address registered at the time of application. Merchandise will be delivered to the winner's designated address (limited to addresses</p>

	within Japan) at a later date. (Shipment is scheduled for around May 2026.)
Prizes and number of winners	Prize A: Hello Kitty Delivers! Truck Plush Toy (1,450 winners) Prize B: A Catnap with Hello Kitty Cardboard Box-style Cushion for Pets (1,450 winners)
Shipping location	<ul style="list-style-type: none"> • Yamato Transport sales offices • Collection by Yamato Transport sales drivers • Delivery lockers <ul style="list-style-type: none"> - Shipment via PUDO Station open-type delivery lockers - Delivery locker shipping service • Shipment via convenience stores and other outlets

■ Overview of the TA-Q-BIN 50th Anniversary Celebration Gift Campaign Yamato Transport Official Social Media Campaign (100 Winners)

Campaign period	February 10, 2026, 7:00 a.m. to March 31, 2026, 11:59 p.m.
Eligible customers	Individual customers
Application and winner notification method	<p>Applications are accepted via the official Yamato Transport X or Instagram account.</p> <p>Social media application method 1: Yamato Transport Official X Account Follow & Repost</p> <p><u>Step 1: Follow the official Yamato Transport X account (@yamato_19191129)</u></p> <p><u>Step 2: Repost the campaign post</u></p> <p><u>Step 3: Winners of limited-edition collaboration merchandise are selected by random drawing</u></p> <p>Social media application method 2: Yamato Transport Official Instagram Account Follow & Like</p>

	<p><u>Step 1: Follow the official Yamato Transport Instagram account (@yamato_transport)</u></p> <p><u>Step 2: Like the campaign post</u></p> <p><u>Step 3: Winners of limited-edition collaboration merchandise are selected by random drawing</u></p> <p>Those who are already following the account are also eligible.</p> <p>Winners will receive a direct message from the campaign office. Prizes will be delivered to the winner's designated address (limited to addresses within Japan) at a later date. (Shipment is scheduled for around May 2026.)</p>
Prizes and number of winners	<p>Prize A: Hello Kitty Delivers! Truck Plush Toy (50 winners)</p> <p>Prize B: A Catnap with Hello Kitty Cardboard Box-Style Cushion for Pets (50 winners)</p> <p>* Applicants may not select their preferred prizes for this campaign.</p>

Contact

General inquiries:

TA-Q-BIN 50th Anniversary Celebration Gift Campaign Office

TEL: 0120-769-581 (toll-free, from Japan only)

Reception period: February 10, 2026 to May 29, 2026

Reception hours: 10:00 a.m. to 5:00 p.m.

*Due to inquiry volume, inquiries about application or selection status will not be answered.

*Excluding Saturdays, Sundays, and national holidays

Press inquiries:

Corporate Communications, Yamato Transport Co., Ltd.

TEL: +81-3-3541-3411

Reference

TA-Q-BIN 50th Anniversary Special Website

URL : <https://www.kuronekoyamato.co.jp/ytc/corp/pr/50th/>

In japanese only

Notices

TA-Q-BIN Marks the 50th Anniversary of Its Launch on January 20, 2026 (January 20, 2026)

URL : https://www.kuronekoyamato.co.jp/ytc/info/info_260120_1.html

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