



**Profit Already Broke Previous Full-year Record
during 3Q**

**Shift to E-commerce Expanded Customer Base,
Leading to Further Growth**

March 16, 2021

ASKUL Corporation

Note:

This material contains the ASKUL Group's current plans and performance outlook. These plans, forecasts, and other forward-looking statements represent ASKUL's plans and forecasts based on information that is currently available. Actual performance may differ from these plans and forecasts due to a variety of conditions and factors that could occur in the future. This material does not represent promises or guarantees regarding the achievement of these plans.

This material has not been audited by certified public accountants or auditing firms.

For the purpose of this material, LOHACO refers to the online mail-order business for general consumers launched in October 2012 in alliance with Yahoo Japan Corporation.

B-to-B refers to business-to-business transactions. B-to-C refers to business-to-consumer transactions.

MRO refers to Maintenance, Repair and Operation, and in this material primarily refers to indirect materials consumed at work sites by companies.

PJ Trylion (Project Trylion) is a project that integrates websites for small and medium-sized enterprises, and mid-level and large corporations to build a new website. This name contains its aim of reaching sales of 1 trillion yen.

Since the presentation of the overview of consolidated financial statements for the fiscal year ended May 20, 2016, ASKUL has been reporting its operating performances by dividing its organization into the segments of the E-commerce business, Logistics business, and Other. The E-commerce business deals with sales of OA and PC supplies, stationery, office living supplies, office furniture, foods, alcoholic beverages, pharmaceuticals, cosmetics, etc. The logistics business refers to logistics and package transport services that target corporations.

This material occasionally uses abbreviations, referring to ASKUL Logi PARK as ALP, ASKUL Value Center as AVC, Demand Management Center as DMC, and Digital Transformation as DX.

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- I Consolidated Performance for 3Q FY5/2021**
- II FY5/2021 Consolidated Financial Forecasts
- III B-to-B
- IV B-to-C
- V ESG Initiatives

3Q FY5/2021 Consolidated Performance

(¥million)	Cumulative results for 3Q FY5/2020		Cumulative results for 3Q FY5/2021		
	Actual	% of net sales %	Actual	% of net sales %	YoY change %
Net Sales	299,439	100.0	313,003	100.0	+4.5
Gross Profit	71,002	23.7	77,565	24.8	+9.2
Selling, General and Administrative Expenses	64,666	21.6	67,279	21.5	+4.0
Operating Profit	6,335	2.1	10,286	3.3	+62.3
Ordinary Profit	6,248	2.1	10,236	3.3	+63.8
Profit Attributable to Owners of Parent	4,116	1.4	6,150	2.0	+49.4

➤ Net sales: 104.5%
Broke the Previous Record

➤ Gross profit margin:
YoY change: Up 1.1 points

➤ Operating profit, ordinary profit and profit attributable to owners of parent:

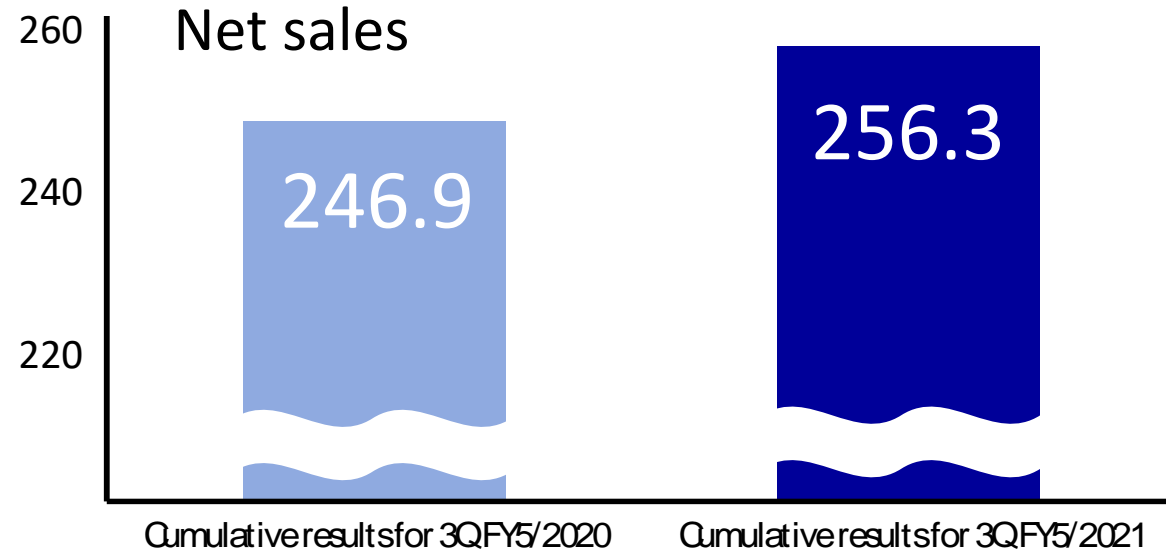
Profit already renewed a full-year record high in 3Q

Comparison of Consolidated Performance in 3Q FY5/2021 (By Business)

			FY5/2020				FY5/2021				
			1Q	2Q	3Q	4Q	1Q	2Q	3Q	YoY Change	YoY Change %
Net Sales	B-to-B business		79.5	84.4	82.9	82.1	81.1	87.7	87.4	4.4	+5.4
		LOHACO	12.3	11.7	11.3	13.2	12.9	12.7	13.1	1.8	+16.5
	B-to-C business (including Charm)		16.0	15.6	14.9	16.7	16.8	16.8	17.1	2.2	+15.0
	E-commerce business		95.5	100.1	97.8	98.8	98.0	104.6	104.5	6.7	+6.9
	Logistics business and other		2.3	1.5	1.9	2.0	2.1	1.6	2.0	0.0	+1.3
	Consolidated total		97.8	101.7	99.8	100.9	100.1	106.2	106.5	6.7	+6.7
Operating Profit	B-to-B business		3.0	3.7	4.6	4.0	4.7	5.1	5.6	1.0	+22.4
		LOHACO	(1.7)	(1.7)	(1.4)	(1.1)	(1.2)	(1.1)	(0.9)	0.5	-
	B-to-C business (including Charm)		(1.8)	(1.7)	(1.5)	(1.2)	(1.2)	(1.1)	(0.9)	0.5	-
	Performance-linked bonuses (including provision)		-	-	-	(0.0)	-	(0.8)	(0.1)	(0.1)	-
	E-commerce business		1.2	2.0	3.1	2.7	3.4	3.1	4.5	1.4	+47.1
	Logistics business and other		0.2	(0.0)	(0.2)	(0.2)	(0.4)	(0.2)	(0.2)	0.0	-
	Consolidated total		1.4	1.9	2.8	2.4	2.9	2.9	4.3	1.4	+52.0

3Q FY5/2021 Consolidated Performance (B-to-B Business)

(¥billion)

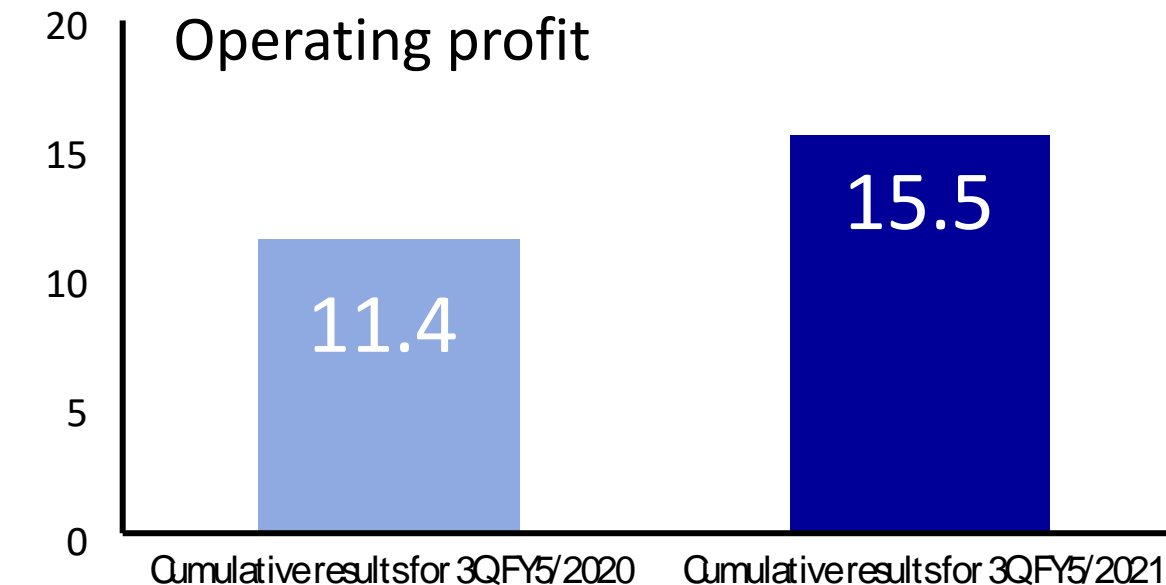


➤ Net sales

Up 3.8% YoY

In addition to the strong trend of infection-prevention products, demand for office supplies is recovering

(¥billion)



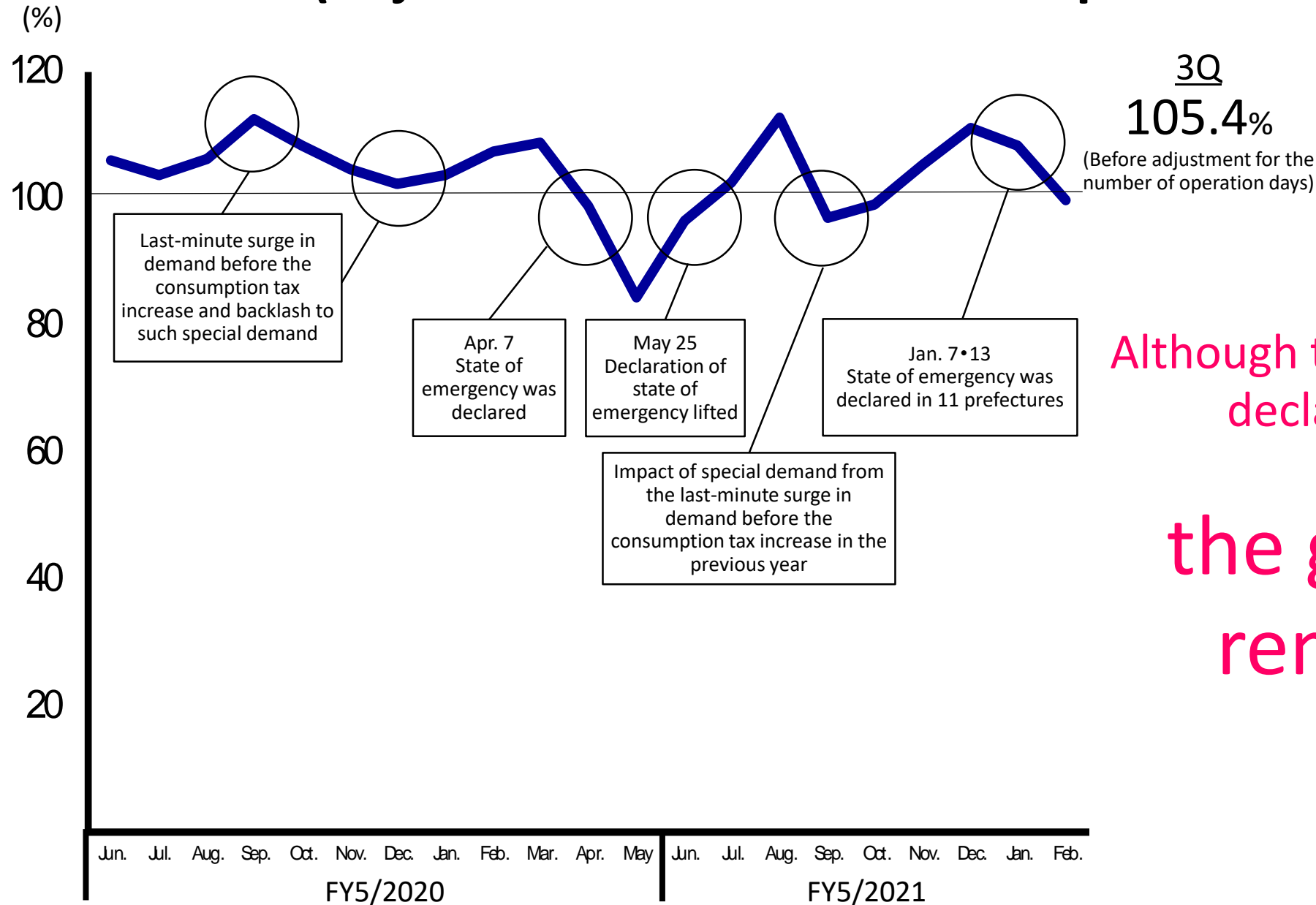
➤ Operating profit

Up 35.2% YoY

Continued significant profit increase by maintaining strong gross profit margin

B-to-B Business YoY Change in Monthly Net Sales (adjusted for the number of operation days)

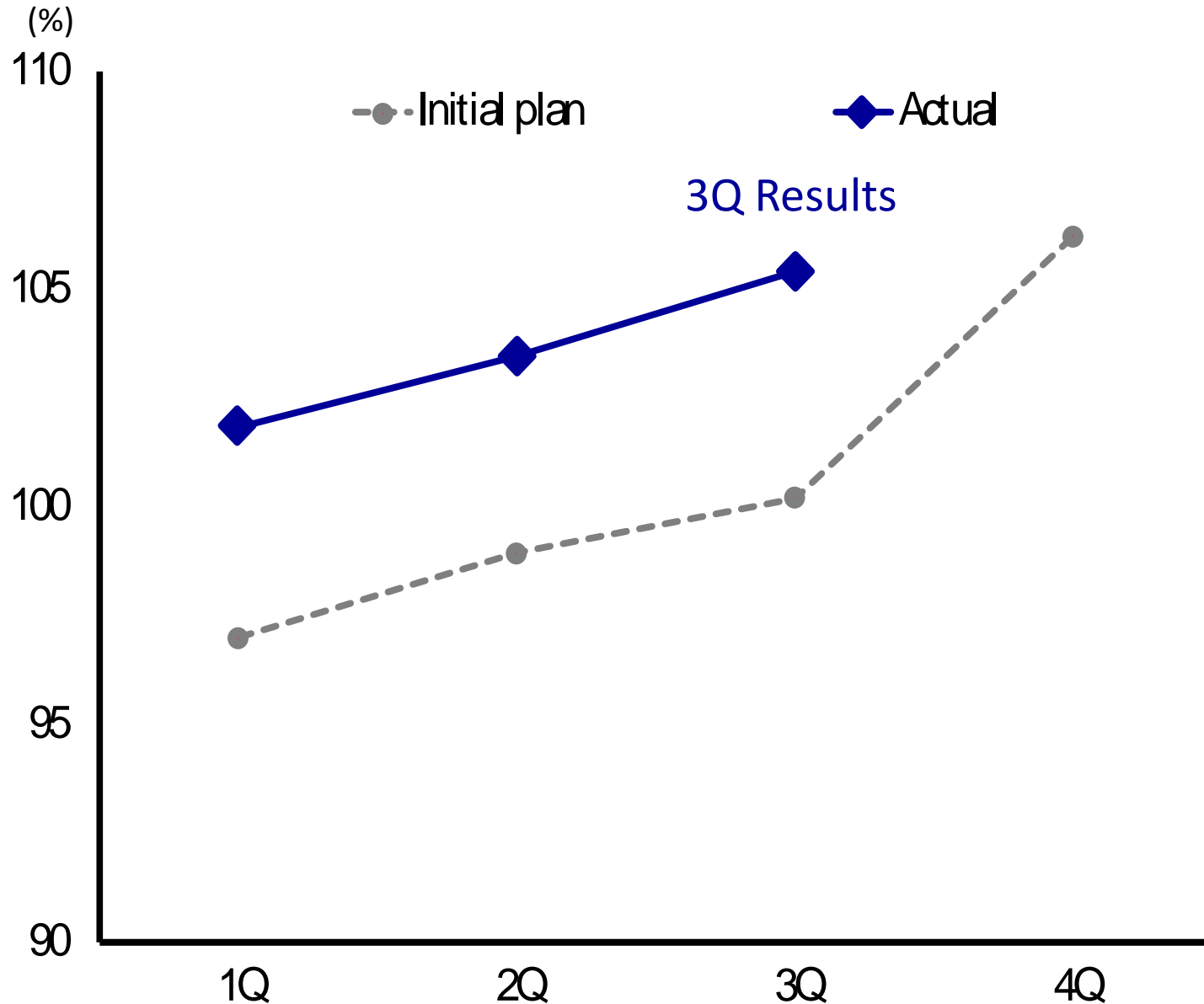
Non-consolidated



Although there is the impact of the declaration of a state of emergency, the growth trend remained firm

FY5/2021 B-to-B Net Sales Quarterly Growth Rate (before the adjustment for the number of operation days)

Non-consolidated



Initial plan
continued to be
exceeded

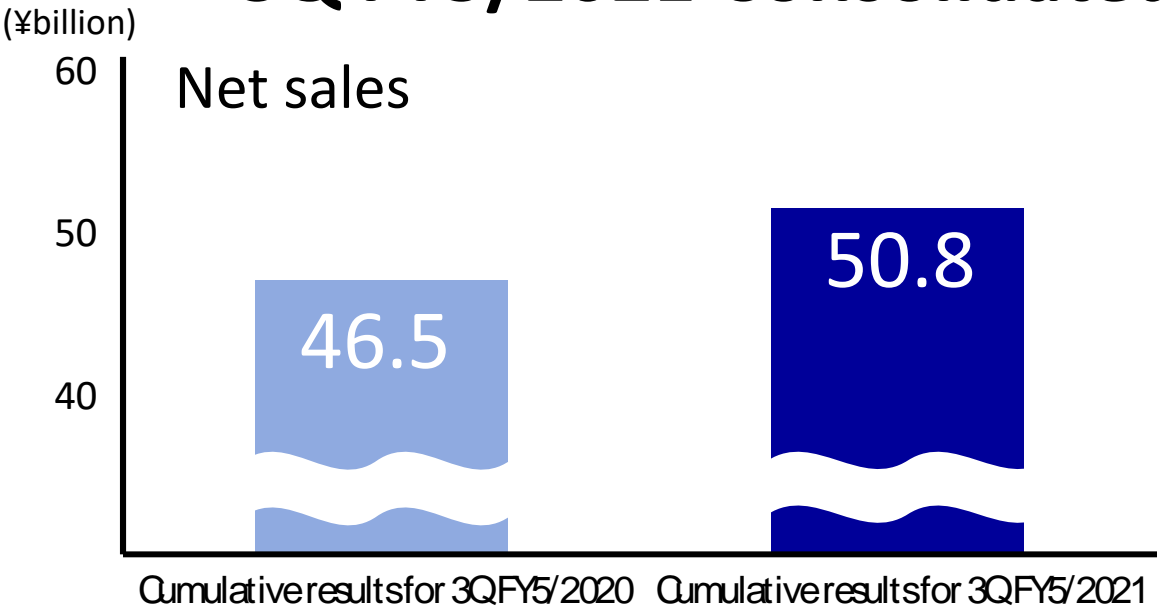
FY5/2021 Quarterly B-to-B Net Sales by Item

Non-consolidated

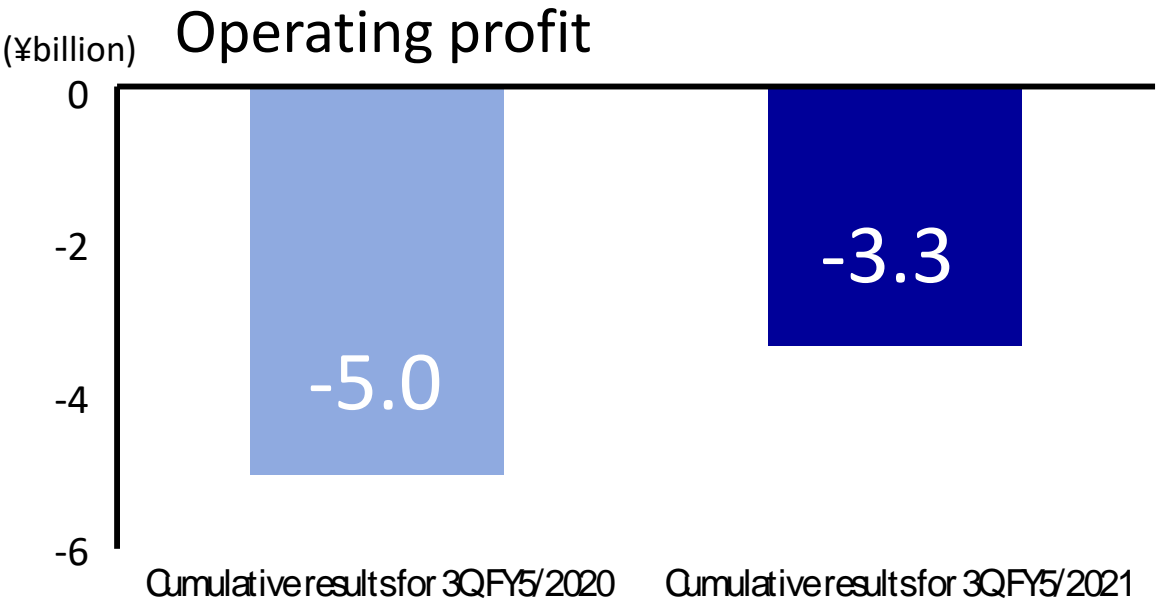
(¥billion)	FY5/2020 1Q		FY5/2020 2Q		FY5/2020 3Q		FY5/2021 1Q		FY5/2021 2Q			FY5/2021 3Q			
		Composition ratio %		Composition ratio %		Composition ratio %		Composition ratio %		Composition ratio %	YoYchange %		Composition ratio %	YoYchange %	YoYchange %
OA & PC	23.3	31.9	25.3	32.7	24.2	32.3	21.9	29.4	23.9	29.8	-5.6	24.0	30.3	-0.2	-1.2
Stationery	10.3	14.1	11.1	14.4	10.6	14.2	9.5	12.8	10.1	12.7	-8.9	10.1	12.8	-0.5	-5.1
Living supplies	20.6	28.2	20.3	26.2	19.4	25.9	20.3	27.3	20.5	25.6	1.3	19.4	24.6	0.0	0.0
Furniture	5.0	6.9	5.1	6.6	4.8	6.5	4.5	6.1	5.1	6.4	0.3	5.4	6.9	+0.5	11.7
MRO	8.1	11.2	8.9	11.5	8.5	11.3	8.3	11.2	9.0	11.3	1.2	9.0	11.5	+0.5	6.8
Medical	4.0	5.5	4.6	6.0	5.3	7.1	8.2	11.1	9.3	11.7	102.2	9.0	11.5	+3.7	70.2
Others	1.6	2.3	2.0	2.6	1.9	2.6	1.5	2.1	2.0	2.5	-1.3	1.9	2.5	0.0	-0.6
Total	73.2	100.0	77.6	100.0	75.1	100.0	74.5	100.0	80.3	100.0	3.5	79.2	100.0	+4.0	5.4

In addition to the strong trend of infection-prevention products, office supplies are recovering

3Q FY5/2021 Consolidated Performance (B-to-C Business)



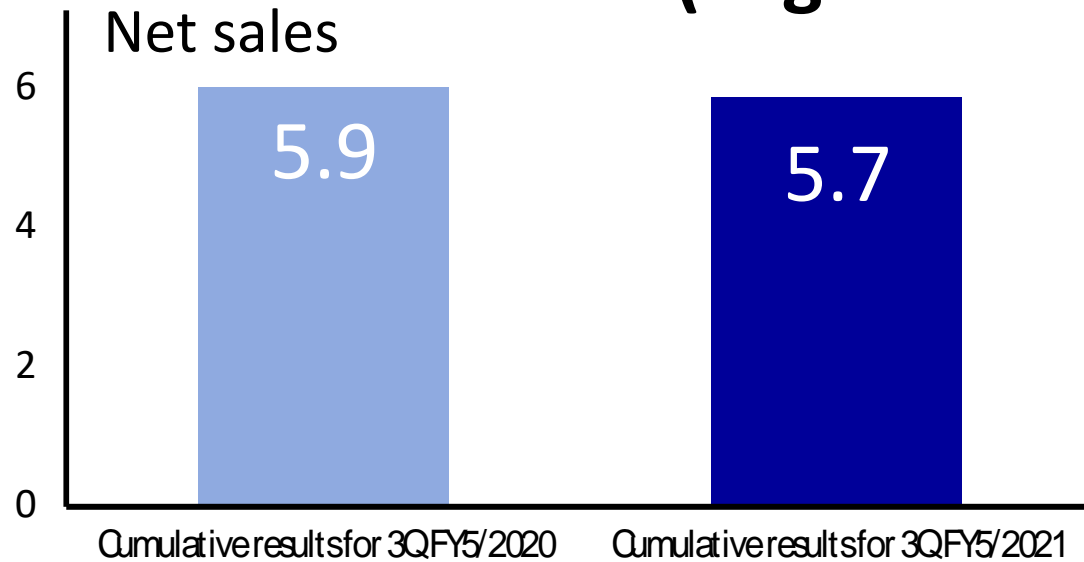
- Net sales
Up 9.3% YoY
Growth accelerated through strengthened cooperation with Softbank and Yahoo Japan



- Operating profit
Up ¥1.6 billion YoY
Improved as planned through higher gross profit margin and reduction of fixed costs

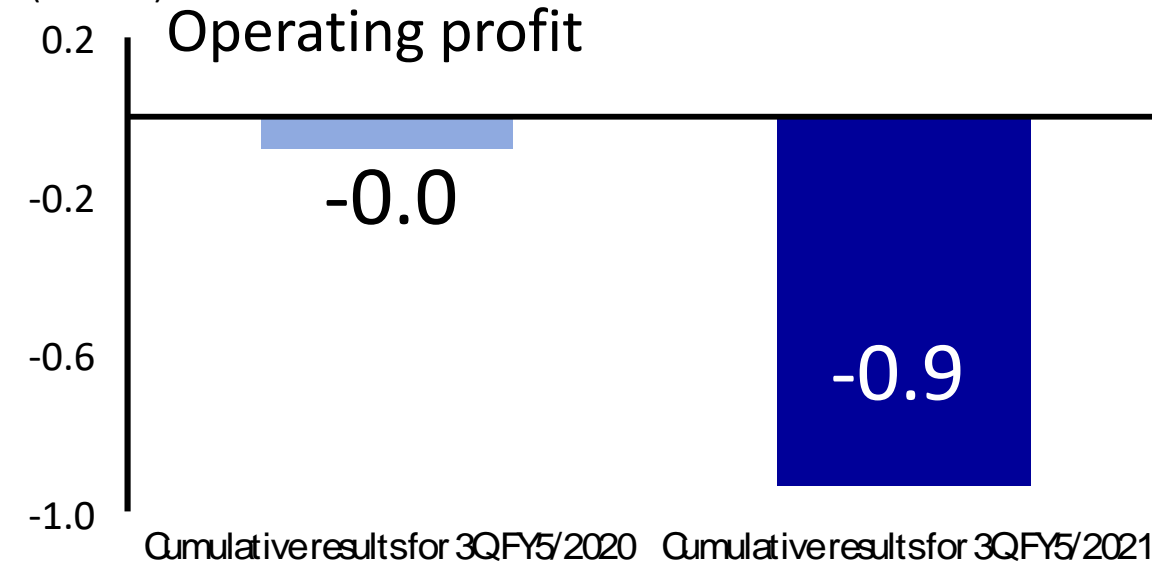
3Q FY5/2021 Consolidated Performance (Logistics Business and Others)

(¥billion)



- Net sales
Down ¥0.1 billion YoY
Decrease in the number of consolidated subsidiaries

(¥billion)



- Operating profit
Down ¥0.8 billion YoY
Made progress as planned with the launch of Miyoshi Center (3PL business)
Profits will improve in the next fiscal year

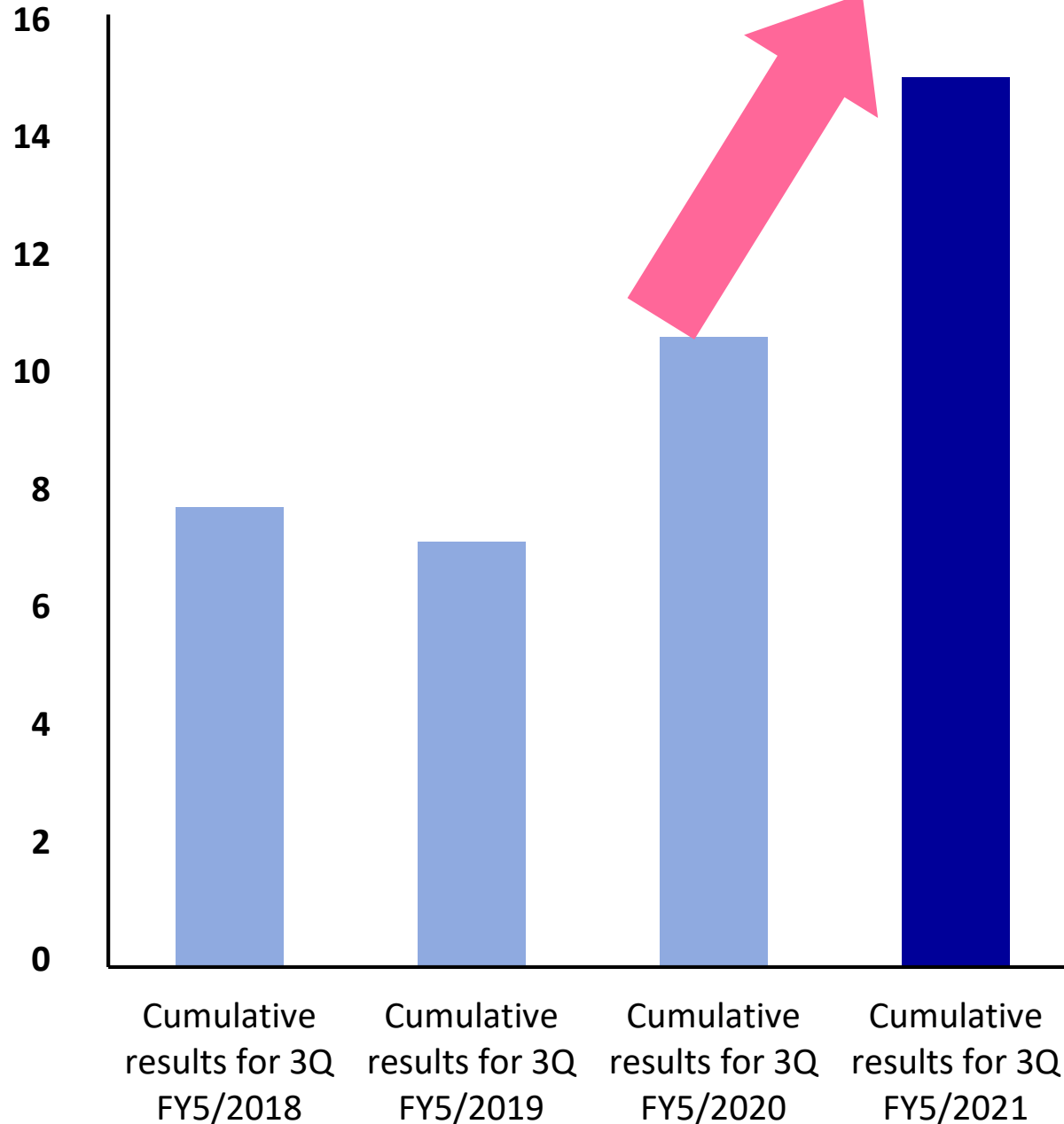
Impact of the Earthquake off Coast of Fukushima (February 13)

Damage was caused to some products and facilities in the Sendai logistics center (Sendai DMC).

- ✓ Extraordinary loss of 240 million yen due to damage to products, etc., was estimated and recorded in 3Q
Planned to make earthquake insurance claim (100 million yen is deductible from damage)
- ✓ Other logistics centers are filling in for the damaged one to deliver shipments to affected areas, and full recovery is expected by the end of April

(¥billion)

Trend of EBITDA



Broke the
Previous
Record

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Regarding Upward Revision of FY5/2021 Full-Year Financial Forecasts

Against Background of Two Points below,
Financial Forecasts were Revised Upward

- (1) In 3Q as well, net sales, gross profit margin, and logistics cost ratio in the B-to-B business remain better than planned.
- (2) The profitability of 3Q is expected to be maintained throughout 4Q, although no optimism is allowed over the spread of the novel coronavirus.

Investment is planned in 4Q with an eye on growth in the following fiscal years (600 to 700 million yen).

FY5/2021 Consolidated Financial Forecasts [By Business]

		FY5/2020	FY5/2021				
		Actual	Previous plan (Publicized in 2Q)	YoYchange %	Revised plan (Publicized in 3Q)	Change from the previous plan	YoYchange %
Net Sales (¥billion)	B-to-Bbusiness	329.0	339.2	+3.1	345.2	6.0	+4.9
	LCHACO	48.6	49.7	+2.2	49.7	—	+2.2
	B-to-Cbusiness(including Charm)	63.3	64.3	+1.5	64.3	—	+1.5
	E-commerce business	392.4	403.5	+2.8	409.5	6.0	+4.4
	Logisticsbusinessand other	7.9	6.5	-18.4	6.5	—	-18.4
	Consolidated total	400.3	410.0	+2.4	416.0	6.0	+3.9
Operating Profit	B-to-Bbusiness	15.4	16.8	+8.6	19.1	2.3	+23.5
	LCHACO	(6.1)	(4.4)	—	(4.4)	—	—
	B-to-Cbusiness(including Charm)	(6.2)	(4.3)	—	(4.3)	—	—
	Performance-linked bonuses (including provision)	(0.0)	(0.8)	—	(0.9)	(0.1)	—
	E-commerce business	9.1	11.7	+27.3	13.9	2.2	+51.3
	Logisticsbusinessand other	(0.3)	(0.9)	—	(0.9)	—	—
	Consolidated total	8.8	10.8	+22.4	13.0	2.2	+47.4

Revised BtoB business

- Net sales plan
B-to-B business ¥345.2 billion
Up ¥6.0 billion from the previous plan

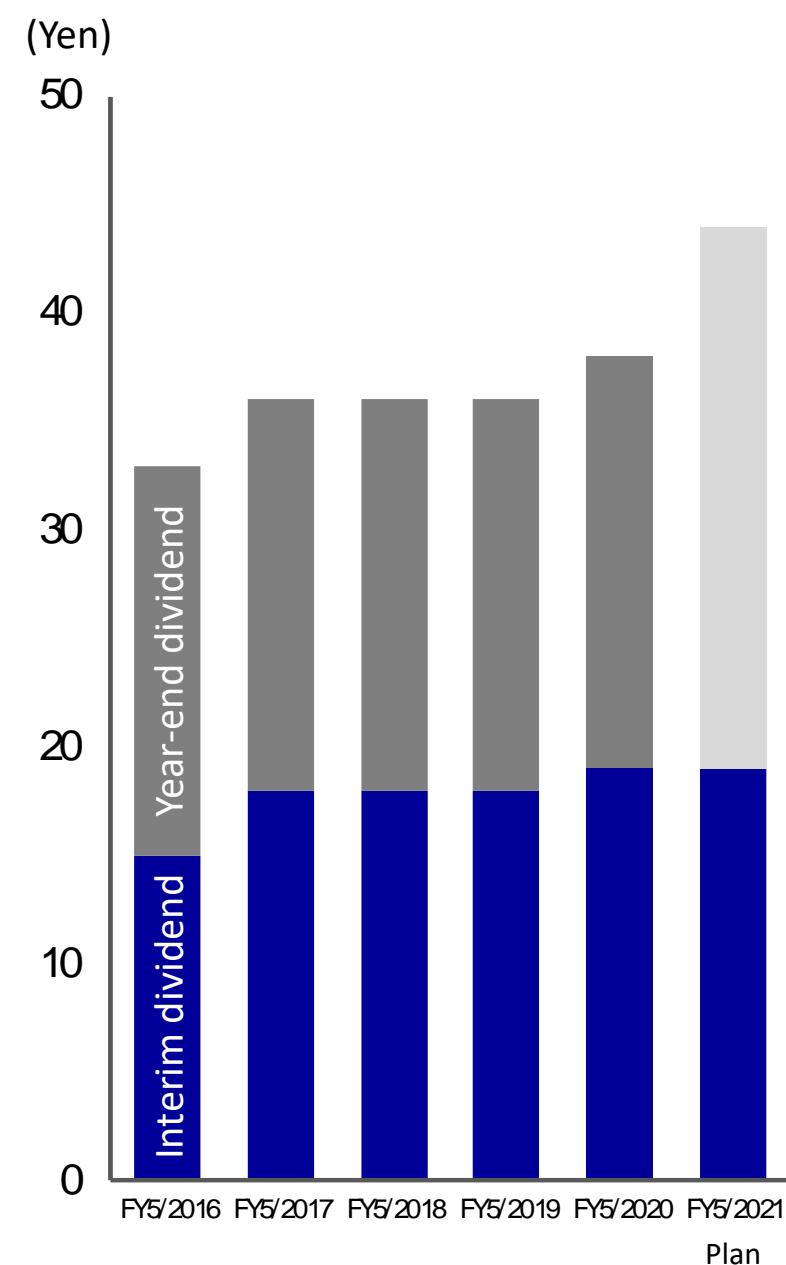
- Operating profit plan
B-to-B business ¥19.1 billion
Up ¥2.3 billion from the previous plan

FY5/2021 Consolidated Financial Forecasts

(¥billion)	FY5/2020		FY5/2021					
	Actual	% of net sales %	Previous plan (Publicized in 2Q)	% of net sales %	Revised plan (Publicized in 3Q)	% of net sales %	Change from the previous plan	YoY change %
Net Sales	400.3	100.0	410.0	100.0	416.0	100.0	6.0	+3.9
Gross Profit	95.6	23.9	100.9	24.6	103.5	24.9	2.6	+8.2
Selling, General and Administrative Expenses	86.8	21.7	90.1	22.0	90.5	21.8	0.4	+4.2
Operating Profit	8.8	2.2	10.8	2.6	13.0	3.1	2.2	+47.4
Ordinary Profit	8.6	2.2	10.6	2.6	12.9	3.1	2.3	+49.0
Profit Attributable to Owners of Parent	5.6	1.4	6.0	1.5	7.0	1.7	1.0	+23.8

On track for
a record high
in profits

Shareholder Return



FY5/2021 Dividend (Planned)

⇒ Year-end dividend per share: 25 yen
(Annual dividend of 44 yen)
Increase of 6 yen from the previous forecast

Dividend will be
increased in accordance
with profit growth

Retirement of Treasury Stock

A retirement of treasury stock is planned as follows because there is no purpose for using them at the moment, and with the aim of raising the ratio of tradable shares in the stock market.

(1) Class of shares to be retired	Common stock of the Company
(2) Number of shares to be retired	4,000,000 shares (7.2% of total number of shares issued before retirement)
(3) Scheduled date of retirement	March 31, 2021

The ratio of tradable shares, which is a standard of a new stock market classification (the prime market), is expected to increase from over 37% to over 40%.

* The ratio is based on the number on the record date of November 20, 2020.

Stock Split

A stock split is planned for the purpose of enhancing the marketability and liquidity of the Company's shares and expanding the investor base.

- | | |
|--------------------|------------------------------------|
| (1) Record date | May 20, 2021 |
| (2) Effective date | May 21, 2021 |
| (3) Split ratio | One share is split into two shares |

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B-to-B

Targeting offices



ASKUL

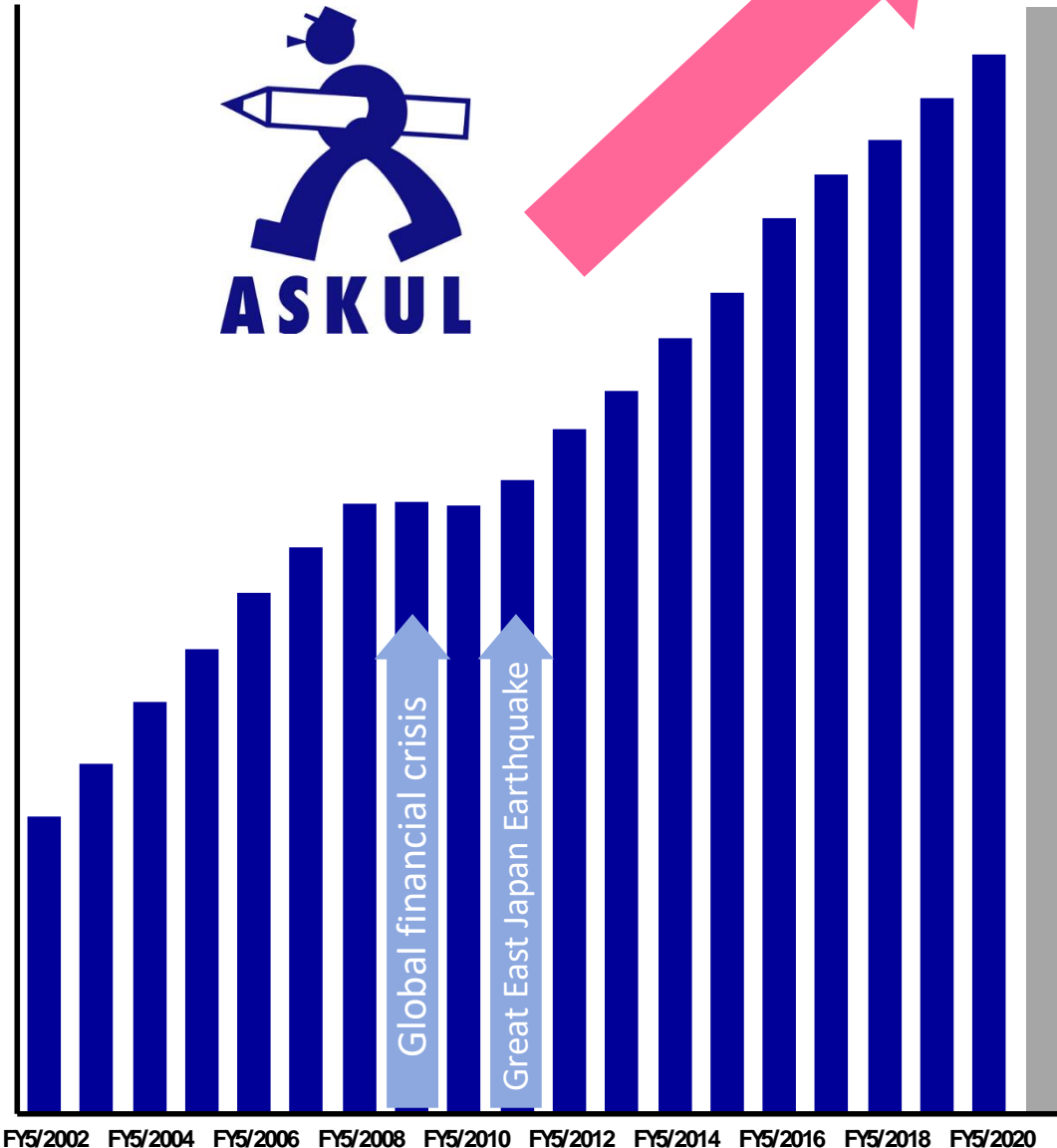
B-to-B Business Net Sales

(Yen)



FY5/2021 Revised plan

¥345.2 Billion



Toward
continued and
steady growth

B-to-B Business Steady Expansion of Customer Bases

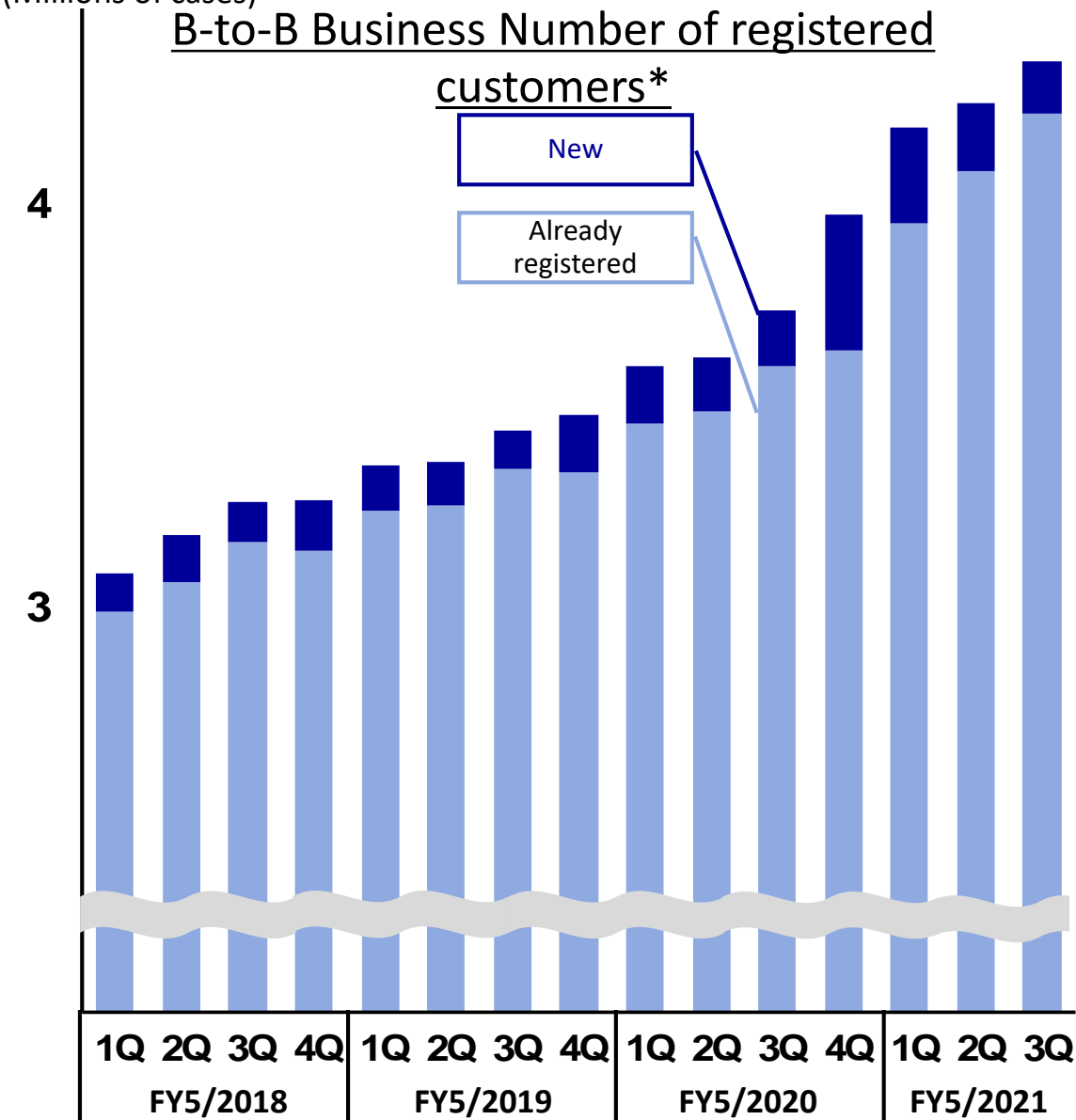
(Millions of cases)

B-to-B Business Number of registered

customers*

New

Already
registered



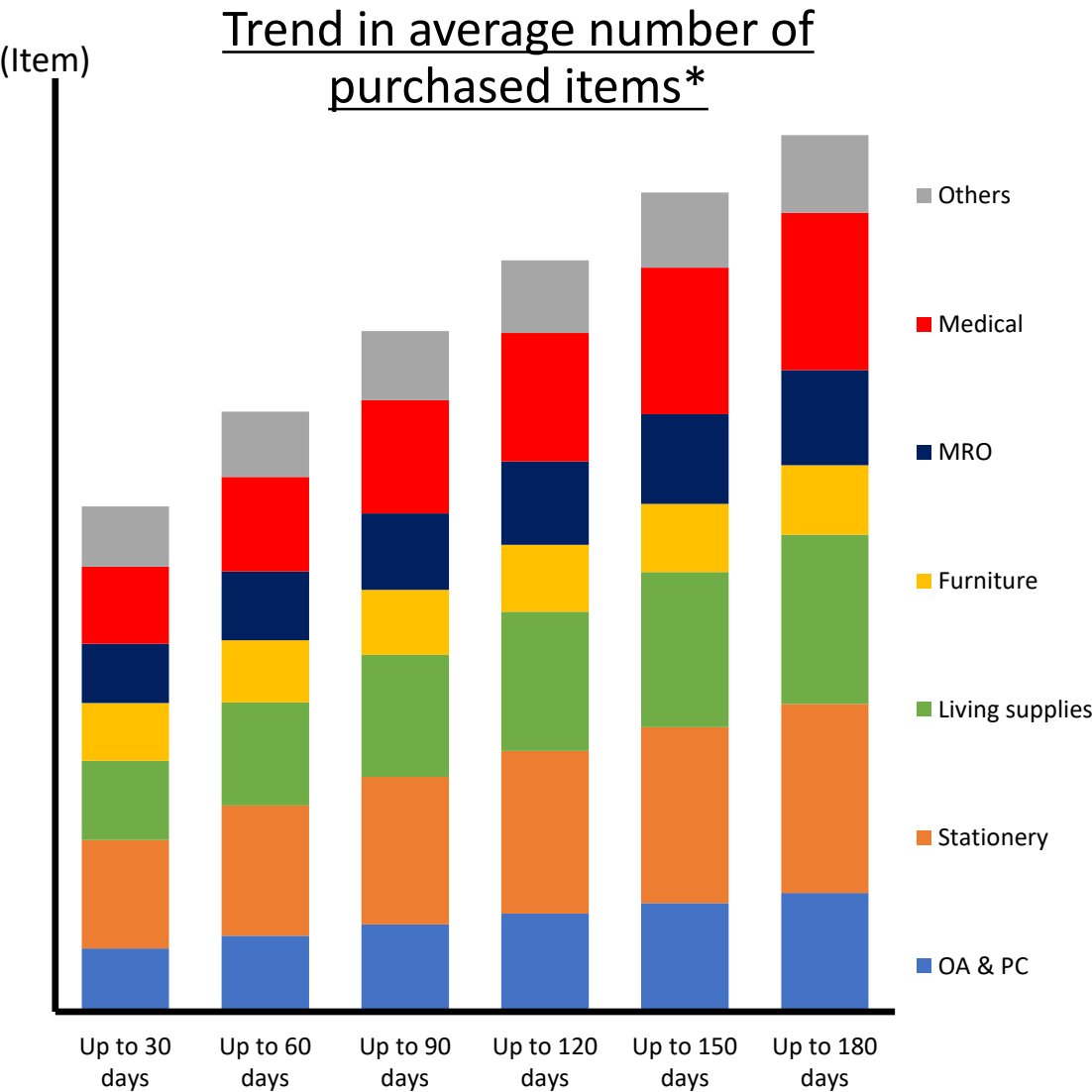
More big data will
accumulate through
expansion of the
customer base



Speed up
1-to-1 based
marketing

* New means the number of customers who registered in each quarter. Already registered is the number of customers calculated by excluding new customers from the total number of customers from whom ASKUL, SOLOEL ARENA, etc., can receive orders as of the end of each quarter.

B-to-B Business: Growth of Customers Newly Registered between 4Q of Previous Fiscal Year and 1Q of Current Fiscal Year



Buy a variety of products
just like existing customers



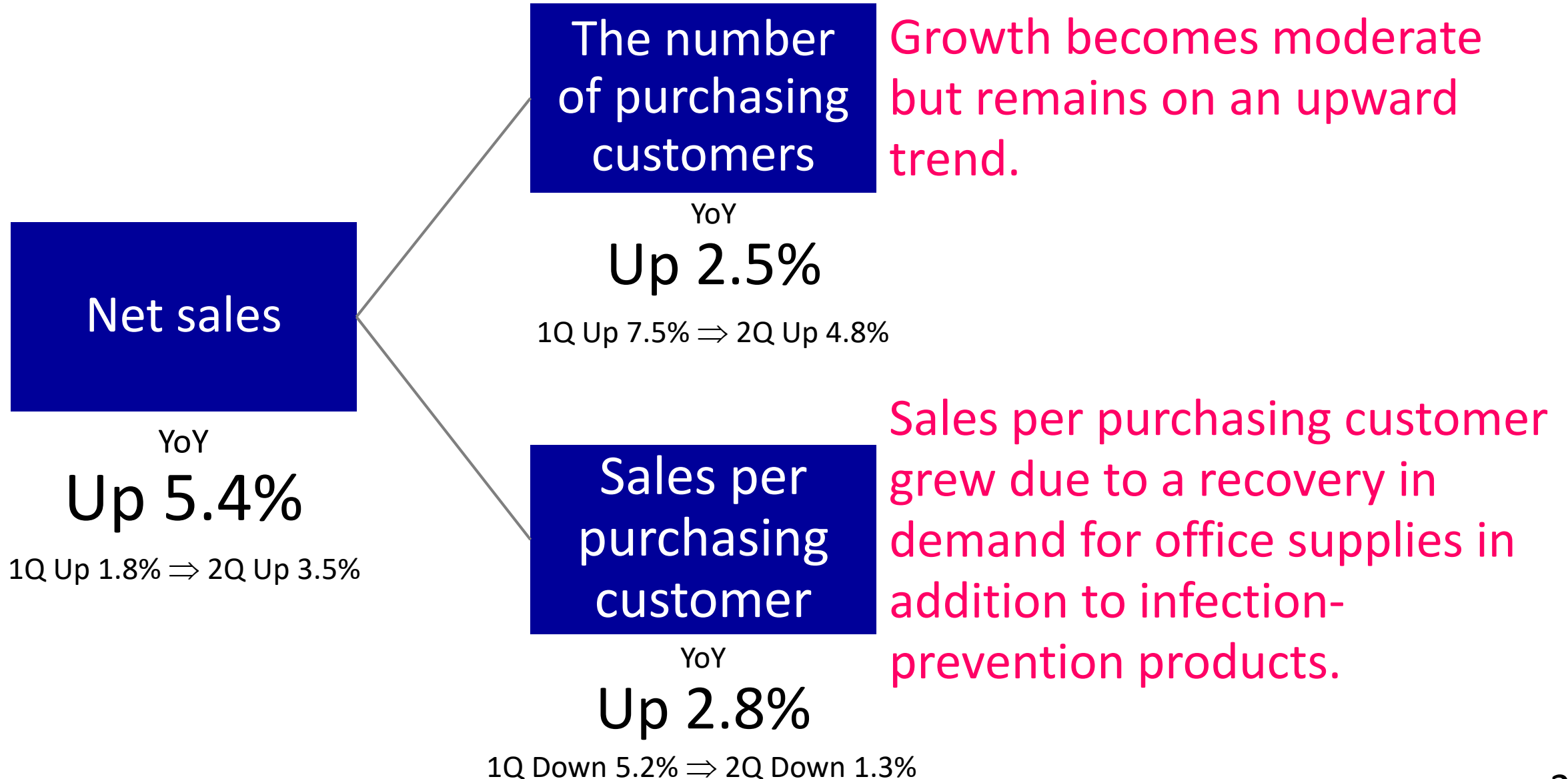
Further growth through
more customers buying
more

* Average number of items purchased by customers who newly registered with ASKUL between 4Q FY5/2020 and 1Q FY5/2021 by product item (cumulative)

B-to-B Business 3Q FY5/2021 (3 Months)

Non-consolidated

Factors for Increase in Net Sales



B-to-B Business Conceptual Presentation of Product Strategy



Maximize opportunities on both axes to win customers and ensure purchase

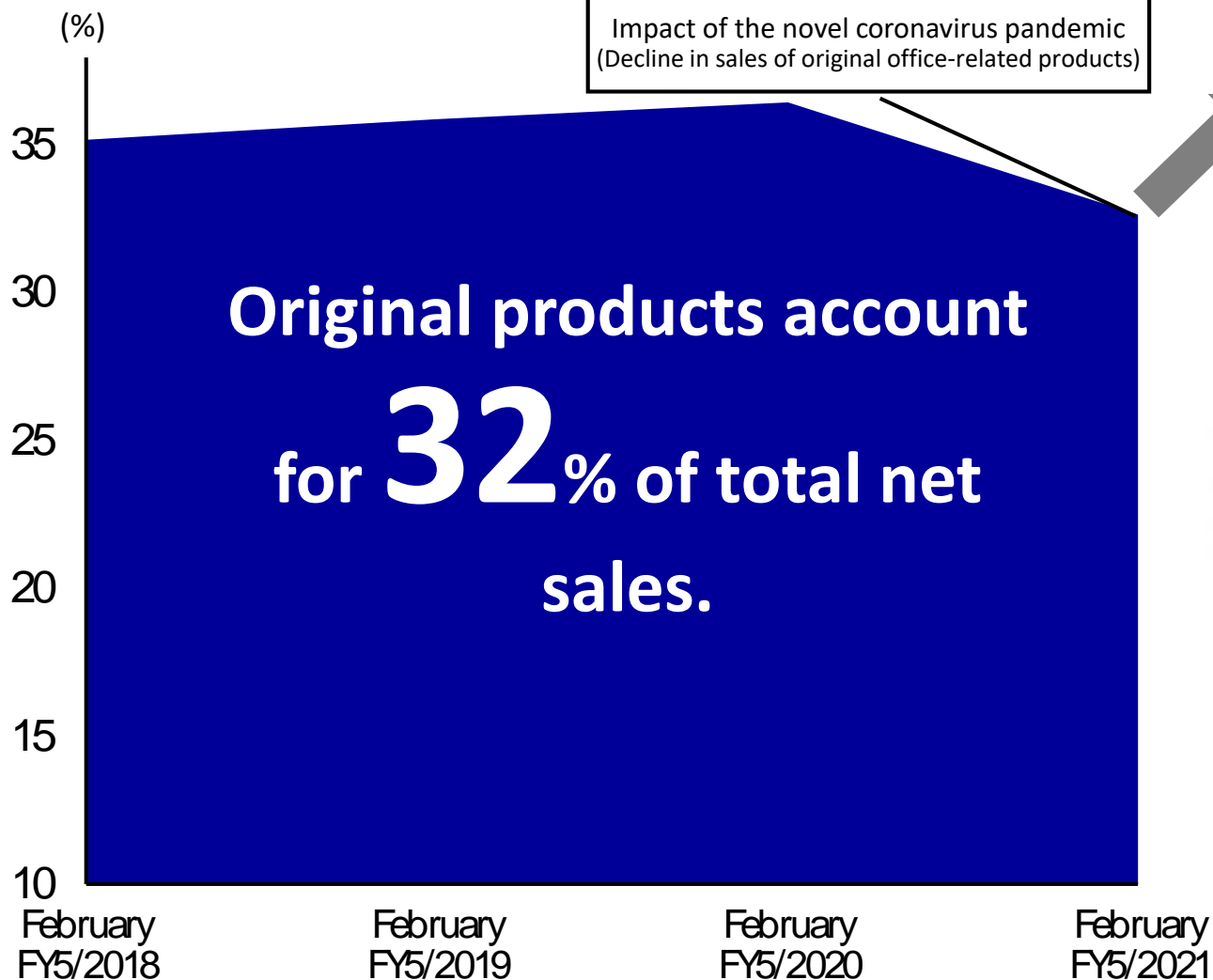
B-to-B Business Further Expansion of Original Products

Non-consolidated

Ratio of original products*1
(B-to-B inventory products sales)

Impact of the novel coronavirus pandemic
(Decline in sales of original office-related products)

Original products account
for **32%** of total net
sales.



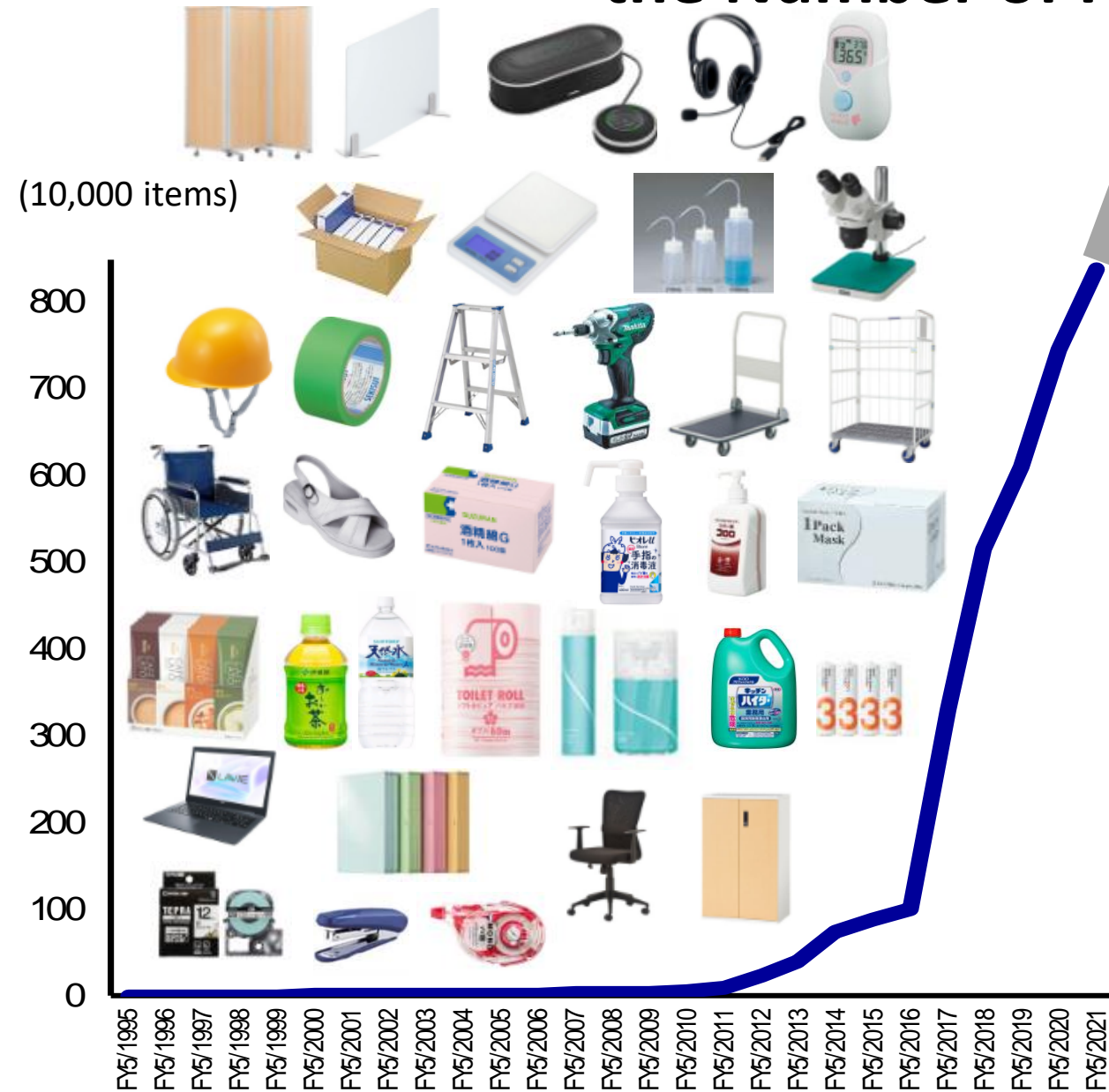
The number of original
products newly introduced:
Over 250 items*2



*1 Original products include products exclusive to ASKUL.

*2 Number of original products newly introduced at the time of publication
of the ASKUL Catalog for 2021

B-to-B Business Growth through Expanding the Number of Products Available



As of February 20

Around **8.3 million** items
For a diverse customer base,
strengthen product
lineup

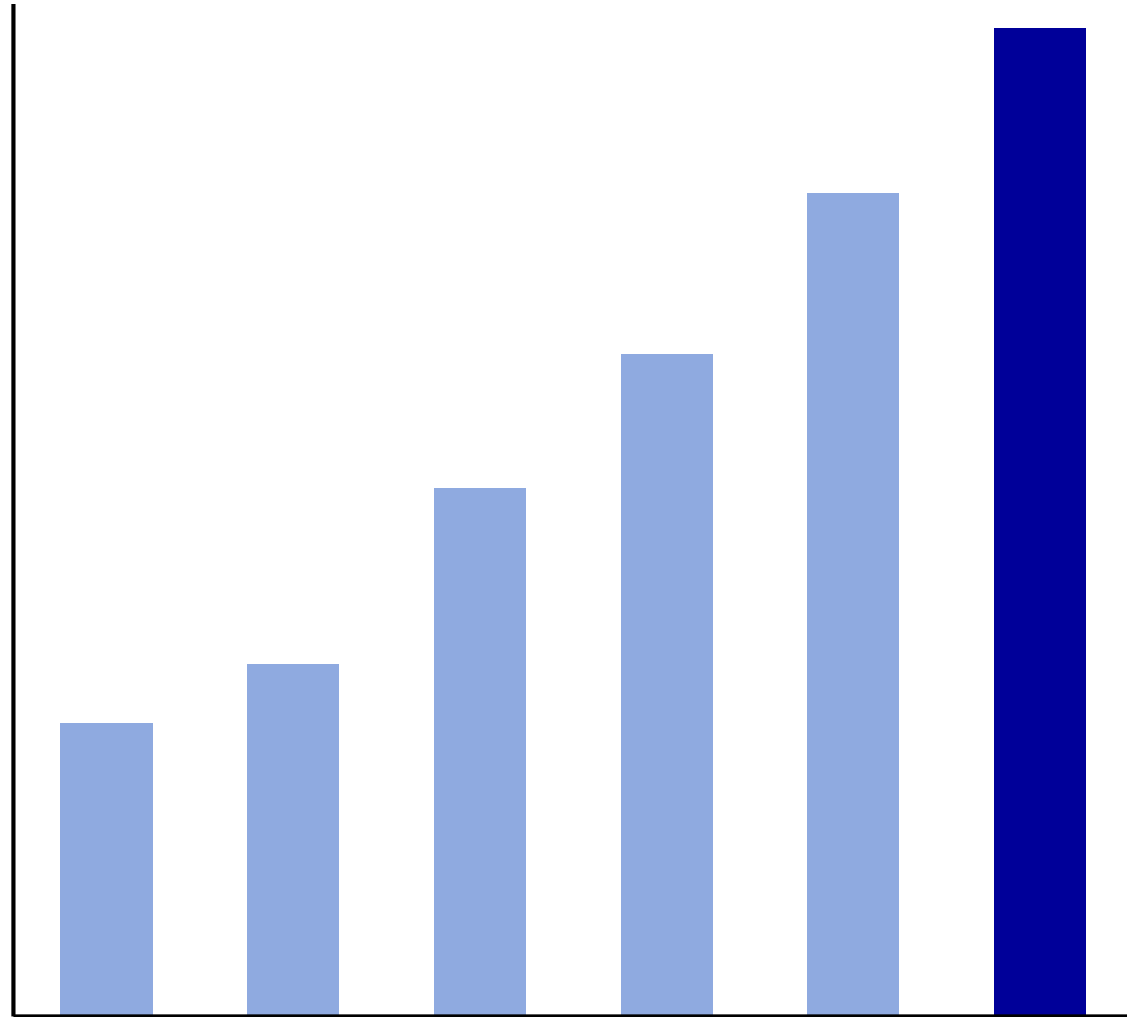
Growth
in net sales

B-to-B Business Expand Share of Long-tail Products

Non-consolidated

(Yen)

Sales of long-tail products



Cumulative results for 3Q FY5/2016 Cumulative results for 3Q FY5/2017 Cumulative results for 3Q FY5/2018 Cumulative results for 3Q FY5/2019 Cumulative results for 3Q FY5/2020 Cumulative results for 3Q FY5/2021

Long-tail products sales

3Q FY5/2021 Net Sales (YoY)

Up 20%

1Q Up 12% → 2Q Up 19% → 3Q Up 27%

B-to-B business sales as a percentage of net sales

FY5/2020

7.2%

(Actual)

3Q FY5/2021

8.0%

(Actual)

FY5/2021

8.1%

(Plan)

A hand is shown holding a small globe of the Earth. Surrounding the globe are several circular icons connected by lines, representing various aspects of sustainability and development: a sun, a wind turbine, a solar panel, a corn cob, a recycling symbol, a flame, a leaf with a water drop, and a factory. The background is a blurred green, suggesting foliage.

**Provide Reliable Services to All
Workplaces as a Lifeline for People
Working There**

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B-to-C

Targeting consumers



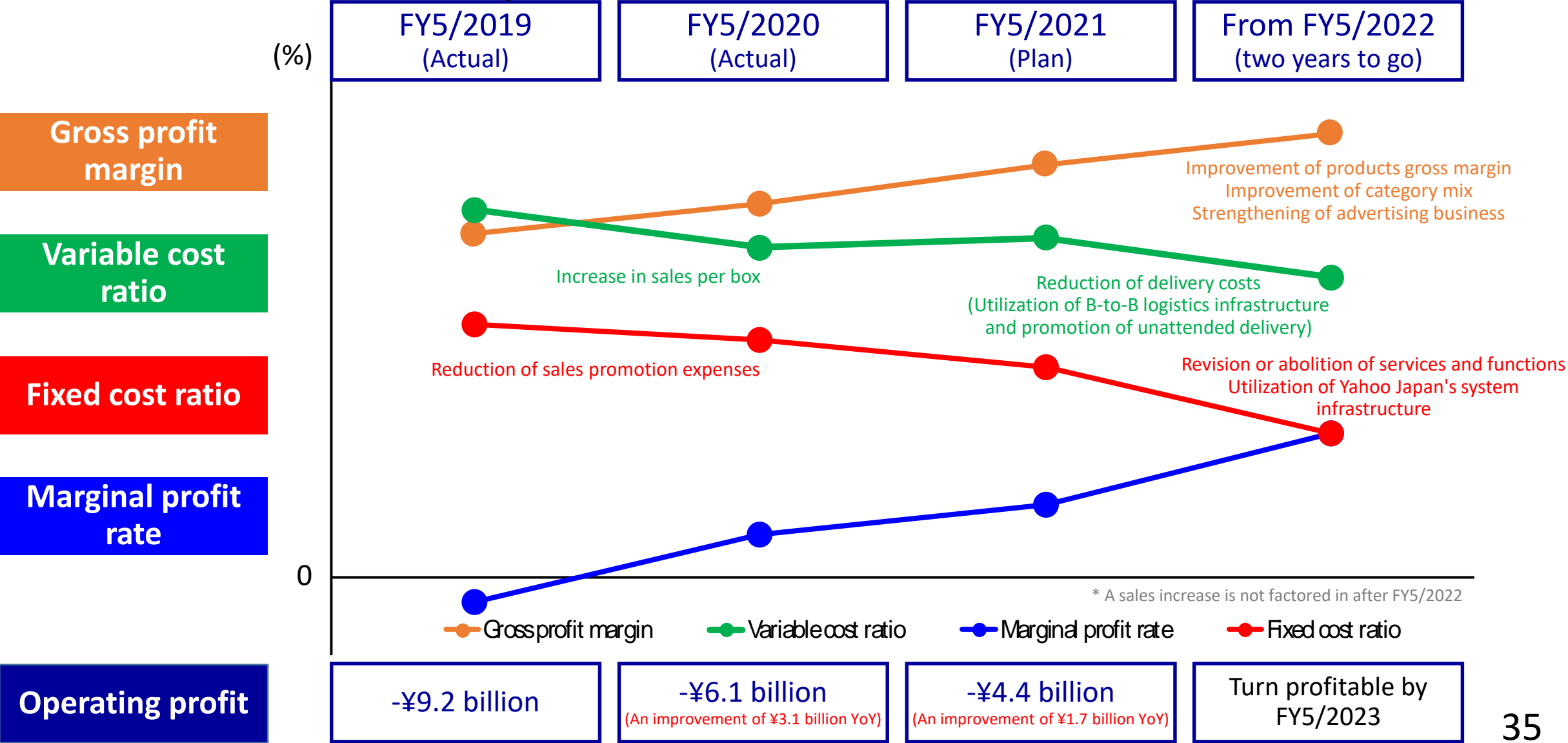
LOHACO

LOHACO improving profitability steadily
On track to turn profitable by FY5/2023

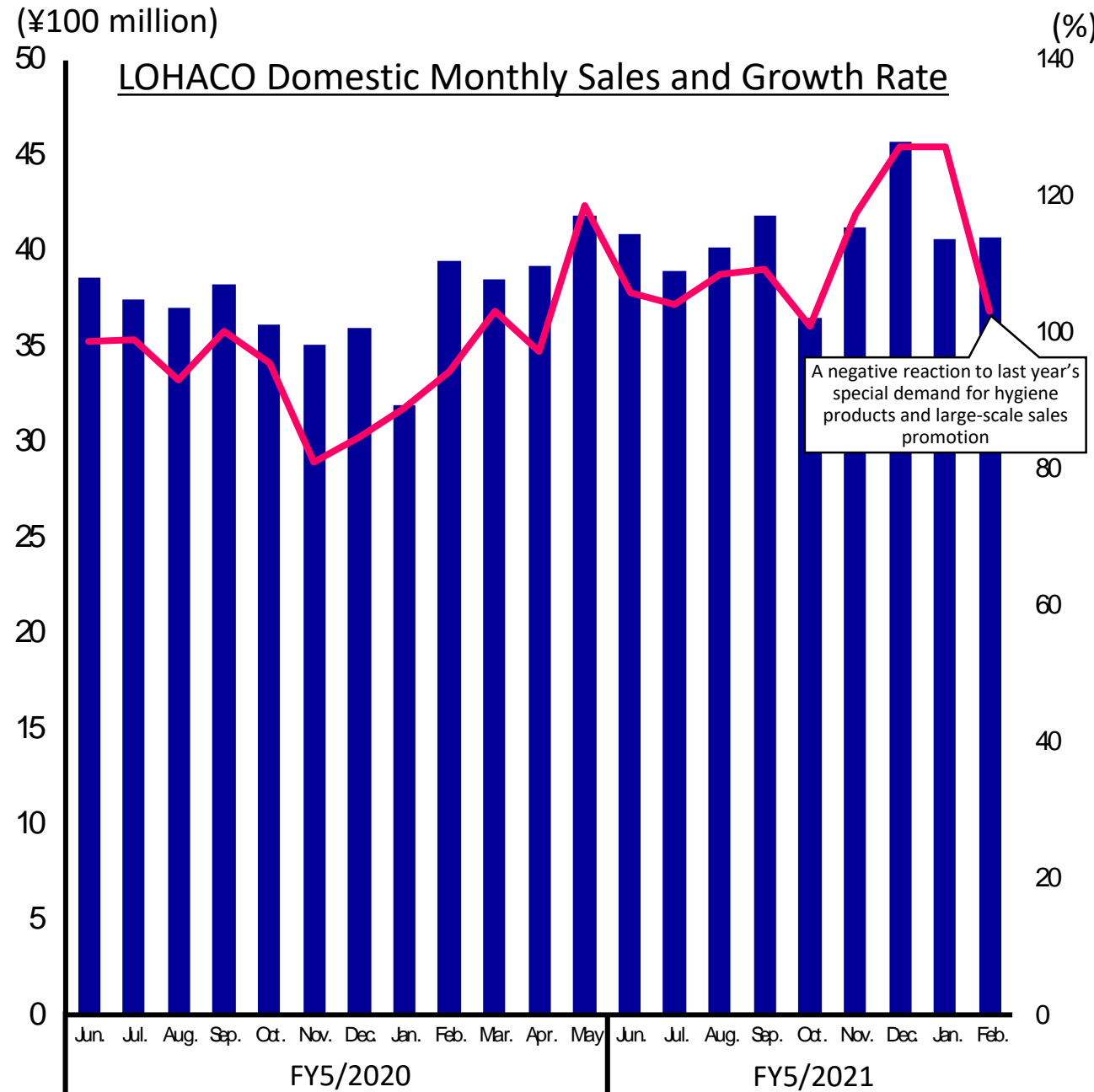
LOHACO Roadmap for Turning Profitable by FY5/2023

Summary of Consolidated Performance for FY5/2020

Further improve the marginal profit rate during FY5/2021 and slash costs, mainly fixed costs, from FY5/2022 onward.



LOHACO Net Sales



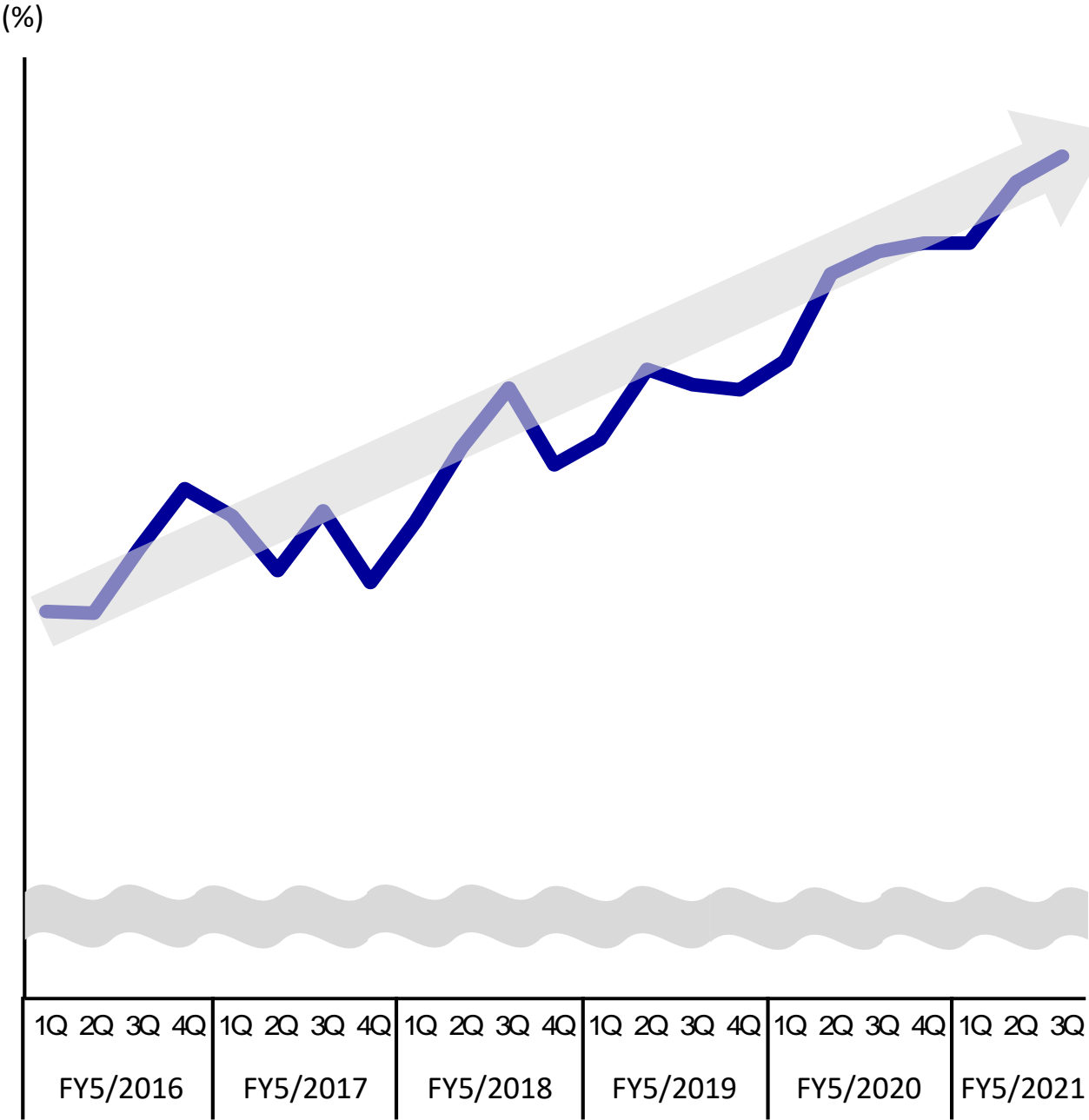
CYBER SUNDAY
(from February 27
to March 28)



Super PayPay Festival
(Scheduled to be held from
March 24 to 1:59 on March
29 in LOHACO)

Aiming for further growth
in 4Q through large-scale
sales promotion

LOHACO Gross Profit Margin



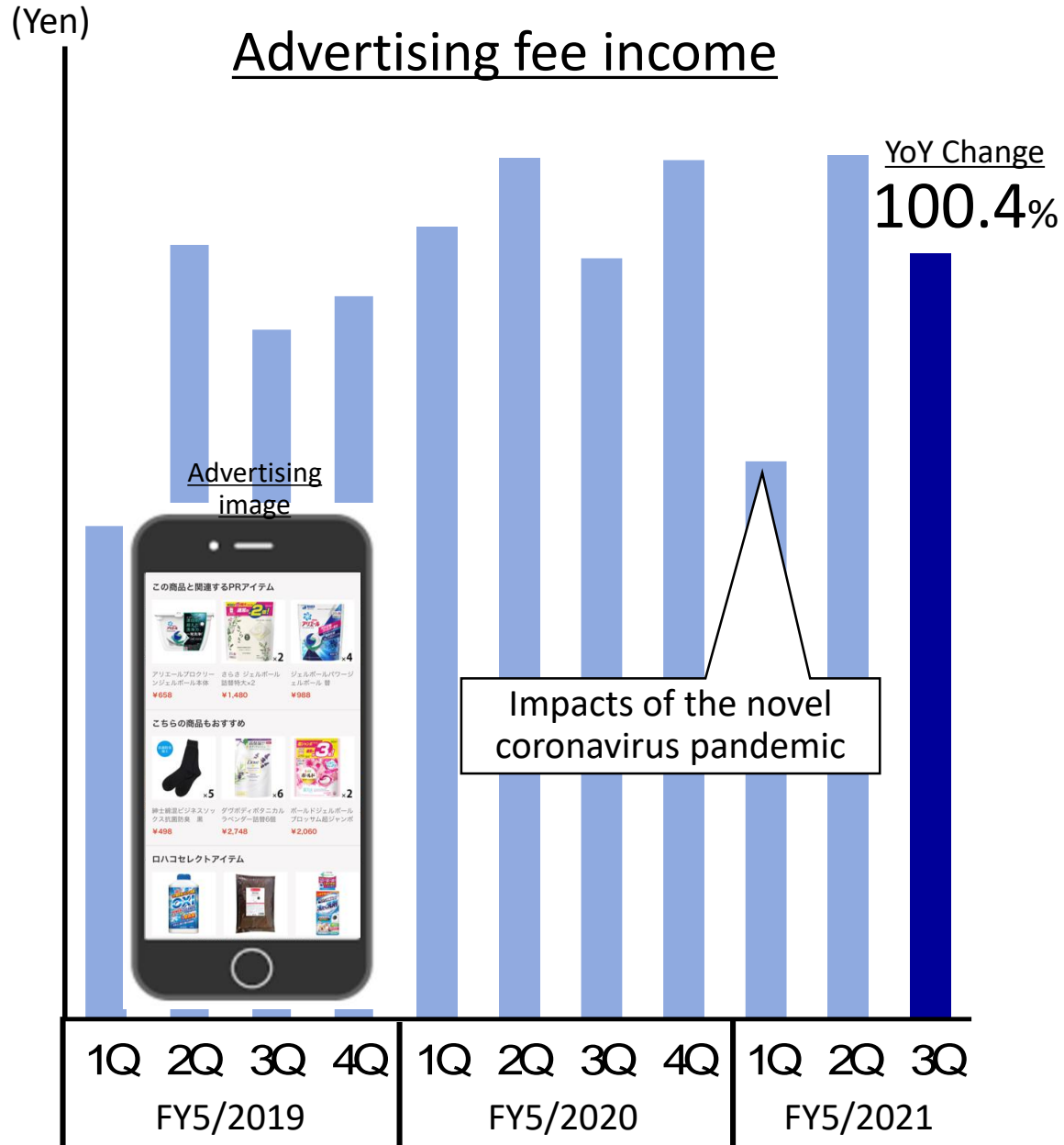
3Q FY5/2021 cumulative results

YoY change: **Up 1.8 points**

Improvement in product gross margin
Up 1.3 points

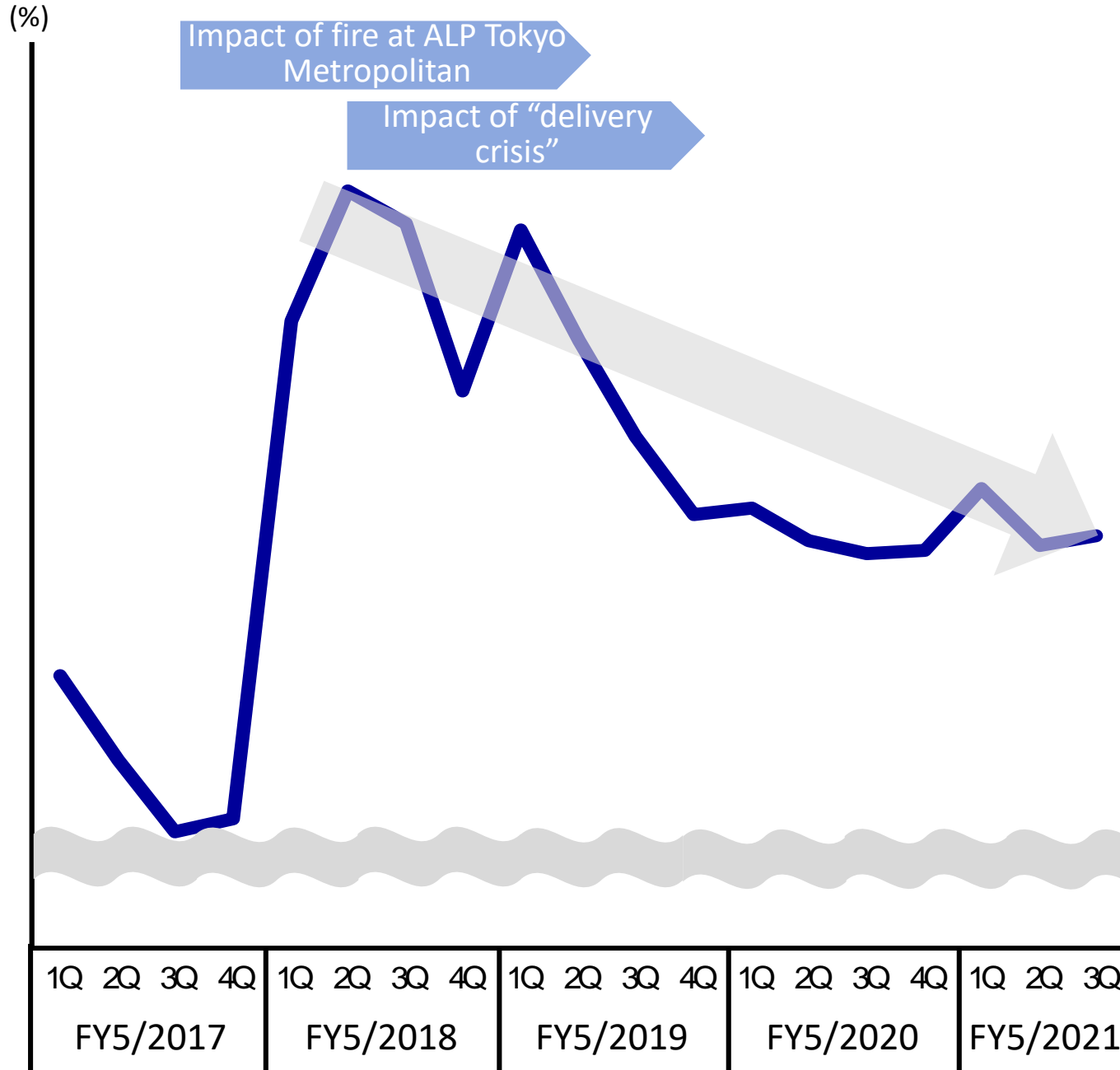
Decrease in large-lot transactions
Up 0.5 points

LOHACO Advertising Fee Income



Steady growth
Further expansion
in 4Q

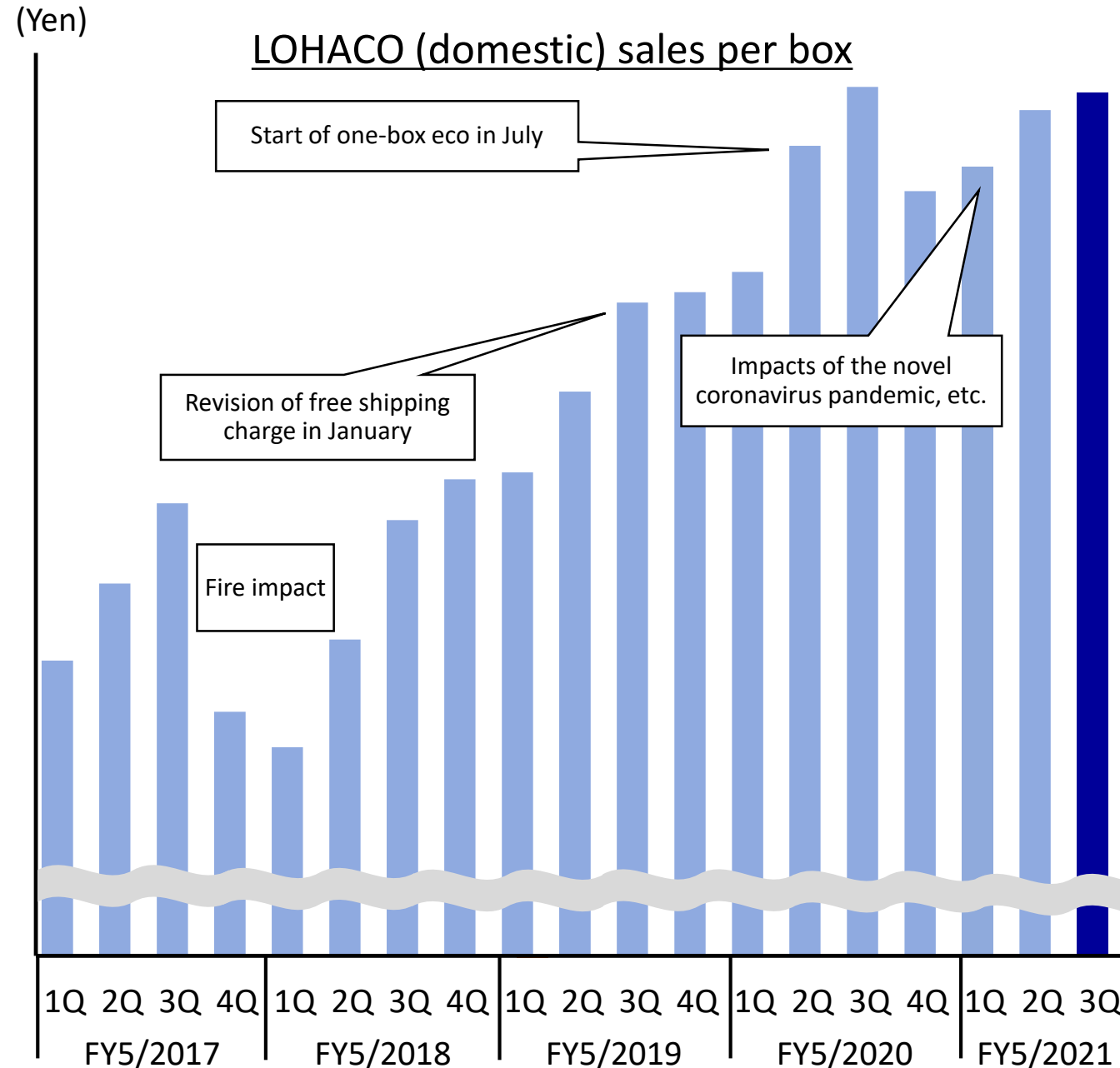
LOHACO Variable Cost Ratio



3Q FY5/2021 results
A rise in labor costs in warehouses was absorbed by an increase in sales per box.

**Progress
as planned**

LOHACO Increase in Sales per Box

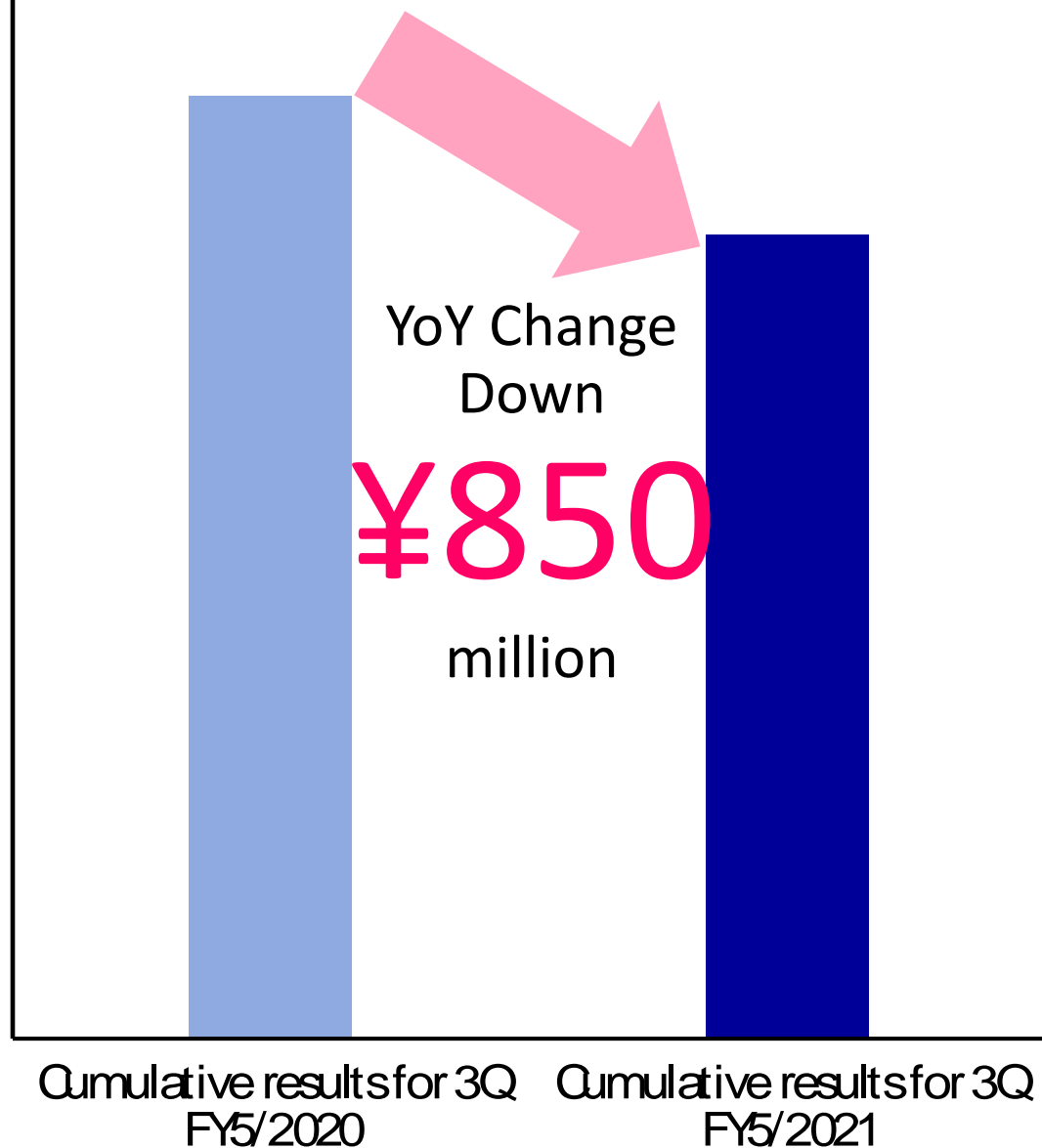


Improved due to
successful sales
promotion

(Yen)

LOHACO Reduction of Fixed Costs

LOHACO's Fixed Costs



By strengthening alliance
with Yahoo,
Reduce
sales promotion expenses,
personnel and operational
costs, etc.

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"Award for Good Practices in Consumer-Oriented Management" for 2020*

Bestowed Consumer Affairs Agency Commissioner's Award (special frame) in December 2020



Consumer-oriented management

<Points highly evaluated>

- ✓ The Company built and has operated a system to supply necessary supplies to medical personnel in cooperation with administrative authorities in the face of the novel coronavirus pandemic.
- ✓ The Company made a data base from consumer voices from the perspective of quality management and utilizes it for purposes including product design and improvement and provision of information to business partners.

* The Consumer Affairs Agency, Government of Japan, awards companies for practicing "Consumer-oriented management" that aims to build a sustainable and desirable society through business activities with a focus on consumers.

February 2021: Concluded SDGs Collaboration Agreement with City of Tsushima

Materiality: Realize a resource circulation system

Cooperation and collaboration to deal with the problem of marine plastic waste that the city of Tsushima faces



(Left) Akira Yoshioka, President of the Company, (Right) Naoki Hitakatsu, Mayor of the City of Tsushima

Activation of the circular economy

Promotion of measures against marine plastic waste

<First round>

- ✓ Sale of “Charity shopping bags that protect oceans” (containing biomass)
- ✓ Part of the proceeds will be donated to the city of Tsushima for activities such as collection of marine plastic waste.





ASKUL Moving to “Ethical E-Commerce”

Sustainable services that consider environmental conservation
and solving social issues

Appendix

3Q FY5/2021 Net Sales by Item

Non-consolidated

(¥billion)	Cumulative results for 3Q FY5/2020		Cumulative results for 3Q FY5/2021		
		YoY change %		YoY change	YoY change %
OA & PC	74.7	+3.4	71.7	(2.9)	-4.0
Stationery	32.8	+1.5	30.6	(2.2)	-6.8
Living supplies	89.7	+1.5	92.2	2.5	+2.8
Furniture	15.4	-2.4	15.6	0.2	+1.4
MRO	26.2	+7.8	27.3	1.0	+4.0
Medical	16.2	+16.6	29.4	13.1	+81.0
Others	6.0	+3.4	5.8	(0.1)	-2.4
Total	261.3	+3.3	272.9	11.5	+4.4

Medical
driving
growth

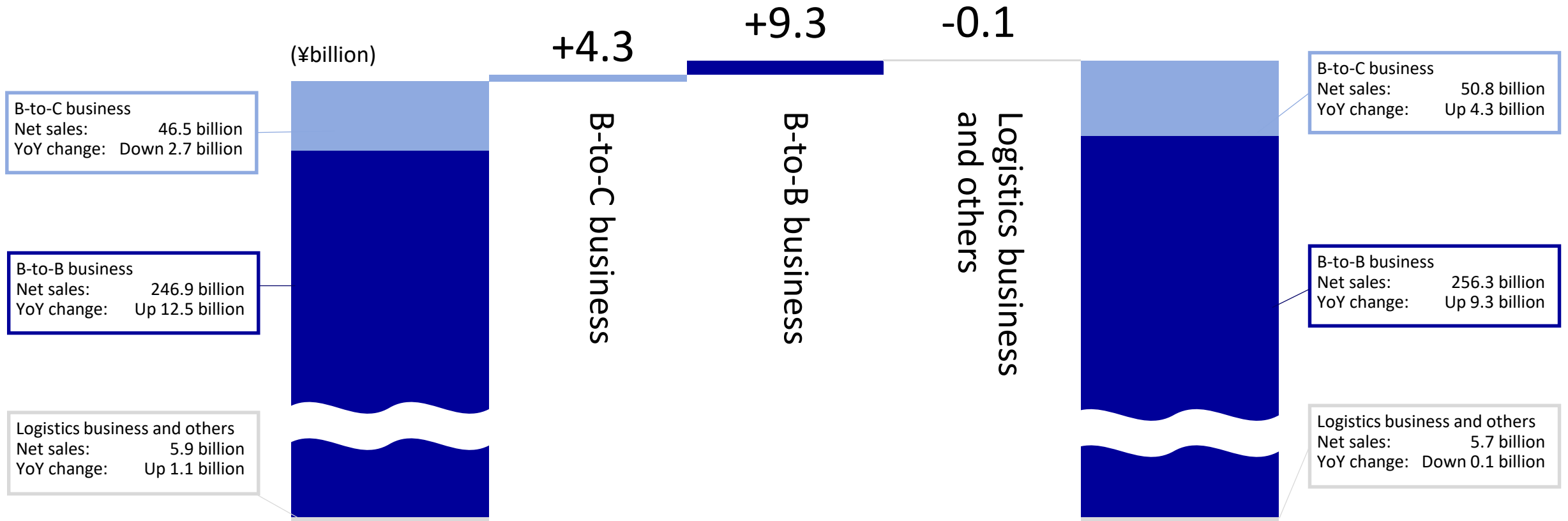
3Q FY5/2021 Factors Affecting Consolidated Net Sales

Cumulative results for 3Q
FY5/2020 (Actual)

Net sales: ¥299.4 billion
YoY Change: Up ¥10.9 billion
YoY Change: Up 3.8%

Cumulative results for 3Q
FY5/2021 (Actual)

Net sales: ¥313.0 billion
YoY Change: Up ¥13.5 billion
YoY Change: Up 4.5%



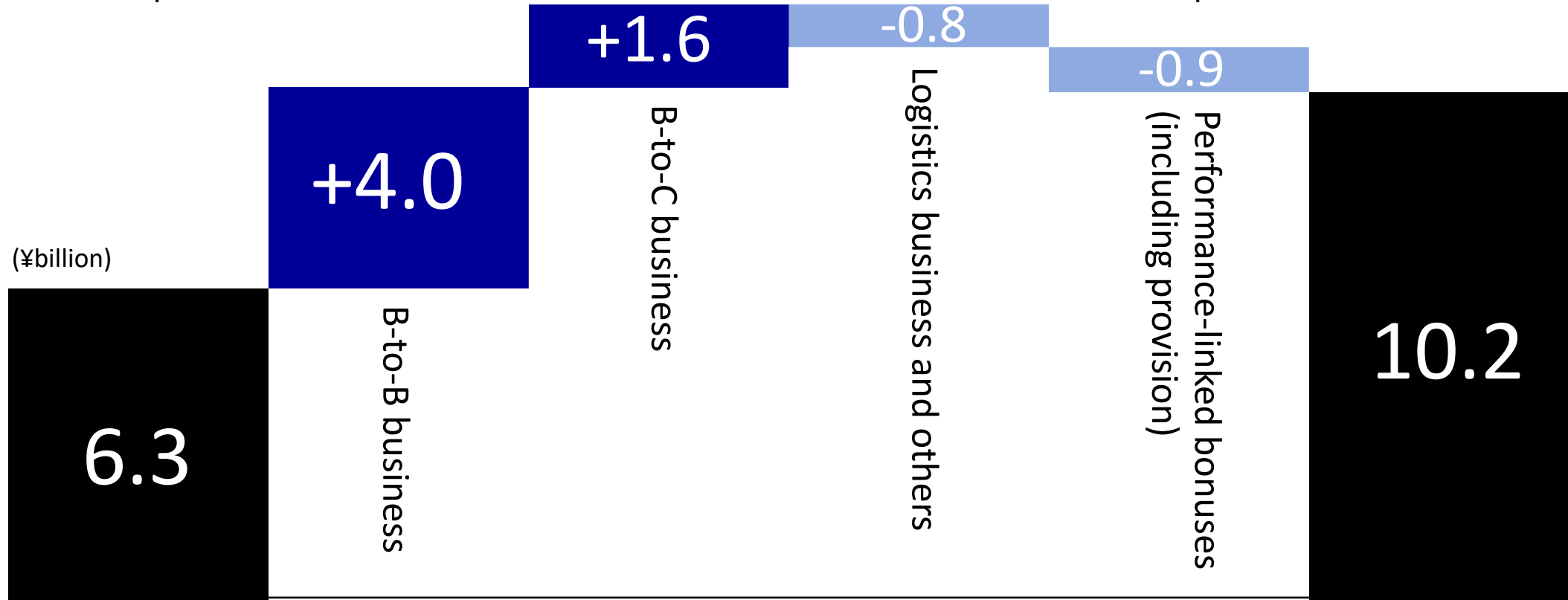
3Q FY5/2021 Factors Affecting Consolidated Operating Profit

Cumulative results for 3Q FY5/2020
(Actual)

Net sales Up 3.8% YoY
Gross profit margin 23.7%
SG&A expense ratio 21.6%

Cumulative results for 3Q FY5/2021
(Actual)

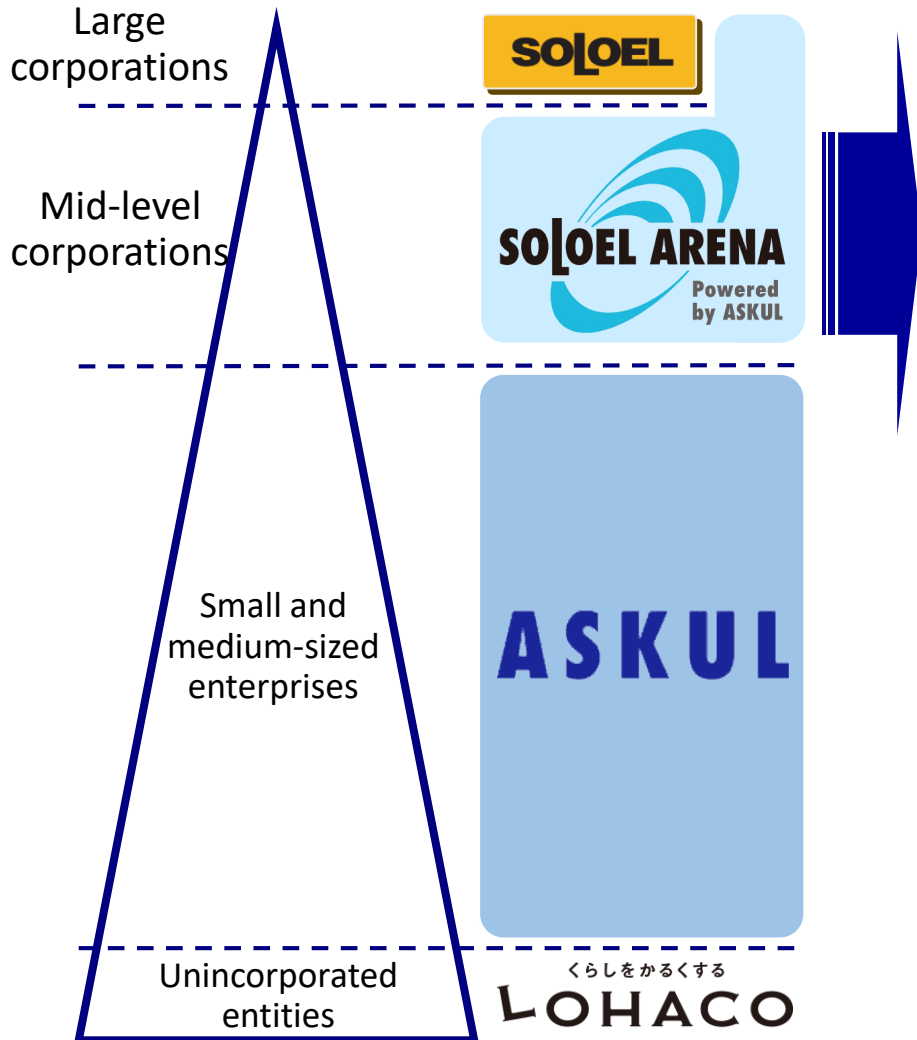
Net sales Up 4.5% YoY
Gross profit margin 24.8%
SG&A expense ratio 21.5%



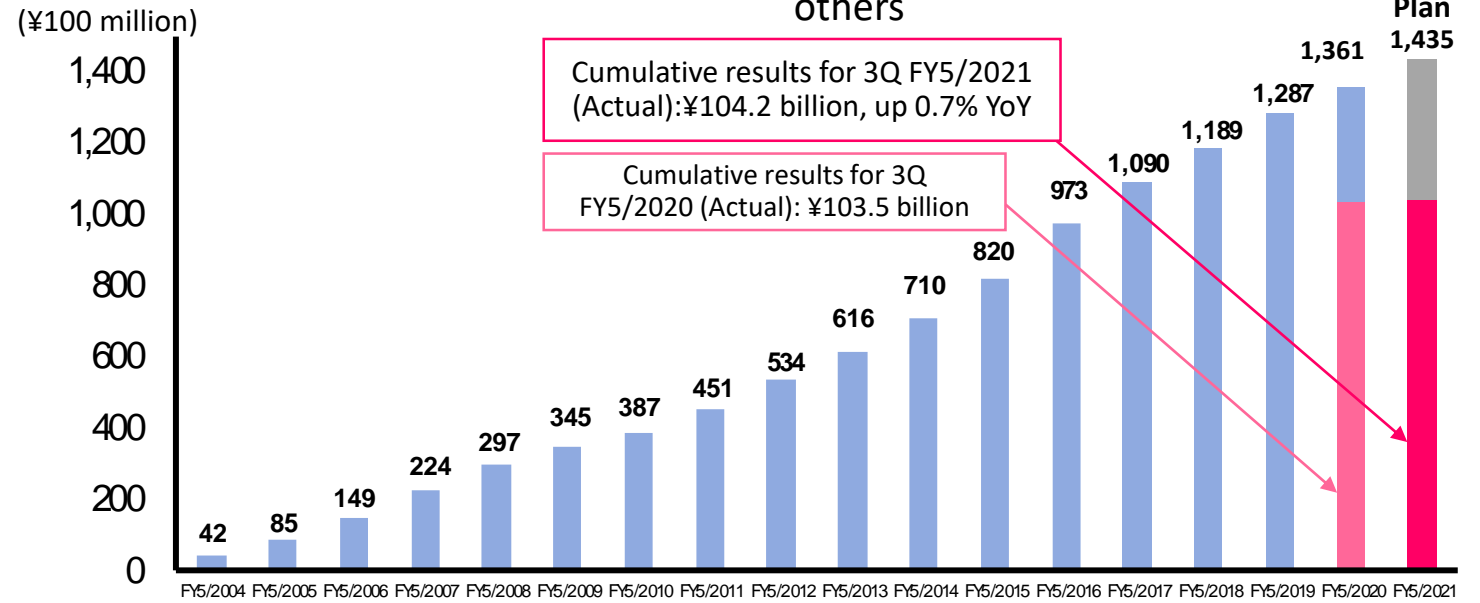
Cumulative results for 3Q FY5/2020
Operating profit (Actual)
¥6.3 billion

Cumulative results for 3Q FY5/2021
Operating profit (Actual)
¥10.2 billion

Results of SOLOEL ARENA and others

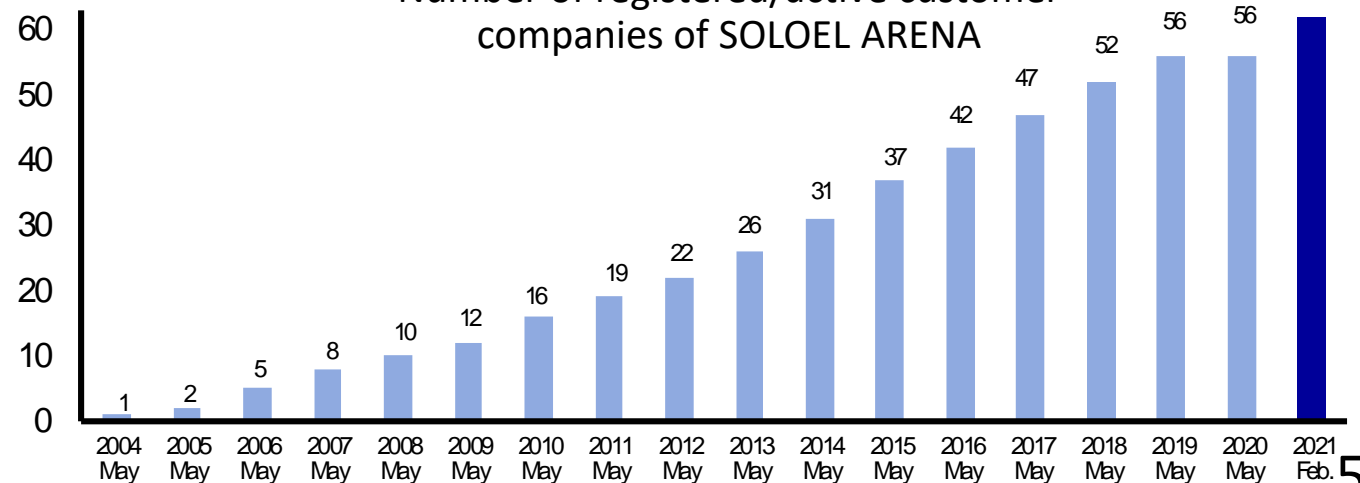


Net sales value for SOLOEL ARENA and others



(1,000 companies)

Number of registered/active customer companies of SOLOEL ARENA



3Q FY5/2021 Consolidated Gross Profit and SG&A Expenses

Gross profit: ¥77.5 billion YoY change: Up ¥6.5 billion

Gross profit margin: 24.8% YoY change: Up 1.1 points

- Improvement of gross profit margin through reduction in cost of sales and changes in category mix

SG&A expenses: ¥67.2 billion YoY change: Up ¥2.6 billion

Ratio of SG&A expenses to net sales: 21.5% YoY change: Down 0.1 points

Breakdown of major YoY change factors in SG&A expenses

- Personnel costs (Including provision for bonuses) Up ¥1.0 billion
- Delivery costs Up ¥0.9 billion
- Rents Up ¥0.4 billion
- Advertising and sales promotion expenses Down ¥0.4 billion

3Q FY5/2021 Consolidated Capital Expenditures

Capital expenditures **¥7.4 billion** (Annual plan: ¥11.8 billion)

Related to the New Tokyo Distribution Center **¥1.8 billion**

Related to ASKUL Miyoshi Distribution Center **¥1.6 billion**

Related to the B-to-B new website (PJ Trylion) **¥1.0 billion**

(Reference) Depreciation and amortization of software: ¥4.4 billion (Annual plan: ¥5.7 billion)

Investment details

(¥ million)

Item	FY5/2020 3Q	FY5/2021 3Q	
	Amount	Amount	YoY Change
[Capital expenditures]	3,521	7,477	+112.3%
Property, plant and equipment	1,253	4,514	+260.2%
Intangible assets	2,267	2,962	+30.6%
Construction in progress (Note 2)	37	3,356	+8,788.6%
Software in progress (Note 2)	1,043	2,148	+105.8%

(Note 1) Capital expenditure is stated on an accrual basis.

(Note 2) Construction in progress and software in progress above present balances at the end of the quarter under review, and partially include consumption and other taxes.

3Q FY5/2021 Share of Orders Placed on the Internet of Net Sales and Original Products

Non-consolidated

Share of orders placed on the Internet of net sales

	3Q FY5/2020 cumulative total	3Q FY5/2020 cumulative total	YoY Change
Orders via the Internet	84.6%	86.0%	+1.4 points
Other	15.4%	14.0%	-1.4 points

Note 1: Percentages are based on orders placed.

ASKUL original products

(Items)

	February of FY5/2020	February of FY5/2021	YoY Change
Number of original products	9,507	9,996	+489
Share of non-consolidated net sales (of which, share of B-to-B business)	29.8% (36.5%)	26.1% (32.7%)	-3.7 points (-3.8 points)

Note 1: Each figure includes the products listed in Health & Nursing Care Catalogs and Medical Pro Catalogs.

Note 2: The number of original products includes those with sales limited to ASKUL. Also, the calculation includes not only those items sold via catalogs but also items sold only via the Internet.

Note 3: The calculation of original products as a percentage of net sales includes original copy paper.

Note 4: From 4Q FY5/2018 onward, the calculation of B-to-B original products as a percentage of net sales uses B-to-B business inventory sales as the denominator.

Environmental Initiatives

ASKUL Environmental Policy

We, the ASKUL Group, strive with a shared sense of purpose to contribute to the realization of a sustainable society through the growth of our group as a company that supports our workplace, life, the planet and tomorrow.

Decarbonization

- **“2030 CO2 Zero Challenge”**

Reduce CO2 that is emitted by business sites and distribution down to zero by 2030

- **“RE100”**

Raise a group-wide renewable energy utilization ratio to 34% by FY5/2021 toward realizing 100% by 2030

- **“EV100”**

Replace delivery vehicles owned and used by ASKUL LOGIST 100% with electric vehicles by 2030



Resource recycling

- **“1 box for 2 trees”**

Confirm planting of two eucalyptus, double the amount of raw materials, by purchasing one box of original copy paper



- **Reduce disposal of returned products**

Reduce returned products that lead to their disposal
Remake returned products into salable products
Sell returned products as “imperfect ones” at a discount

- **A recycling value chain of used plastic products**

Create a value chain for recycling plastic resources and reduce CO₂ emissions

Development and procurement of environmentally-friendly products

- **Environmental response by original products**

Development of original products by paying attention not only to quality and design but also to the environment



- **Recycled paper bags “Come bag”**

An FSC* certified product, comprised of 85% paper pulp and 15% recycled pulp from ASKUL catalogs

* The FSC® certification system certifies “responsible management of the world’s forests”
Using FSC® certified products leads to forest conservation.



- **Lineup of biomass shopping bags**



Environmental Initiatives



Companies included in “Climate Change A list” are ones selected as the highest rated by the international non-profit environmental organization Carbon Disclosure Project, CDP. If companies are taking excellent actions in response to climate change and disclosure of their information, they will be included in the list



The “Eco-First Company” is a company chosen by the Minister of the Environment as a company that engages in “advanced, unique and industry-leading business activities” in environmental conservation activities, such as global warming countermeasures and waste and recycling measures



“SBT: Science Based Targets” are corporate targets to reduce global warming gas. The “Science Based Targets” organization, an international initiative, will approve them as targets that aim at scientifically based levels to achieve the “2°C target Efforts to keep the temperature well below 2°C and bring it below 1.5°C” set out in the Paris Climate Accord



United Nations Global Compact (UNGC) is a voluntary initiative by which companies and organizations act as good members of society and participate in the creation of a global framework that realizes sustainable growth by demonstrating responsible and creative leadership



“RE100” is an international business initiative, participated by companies that publicly aim to operate their business with 100% renewable energy

“EV100” is an international business initiative, participated by companies that publicly aim to replace all of their business-purpose vehicles with electric vehicles

2020 Selected as a “Climate Change A List” company by CDP

2019 Selected as a “Climate Change A List” company by CDP



2019 Announced support for “TCFD recommendations”

“TCFD recommendations” are international propositions, compiled by the Task Force on Climate-related Financial Disclosures (“TCFD”), concerning how corporations should voluntarily disclose information for the purpose of identifying and disclosing the financial impacts of risks and opportunities caused by climate change

2018 Obtained “Eco-First company” and “SBT” Certification

2017 Joined RE100 and EV100

2016 Signed up for the “United Nations Global Compact” and announced the “2030 CO₂ Zero Challenge”

2013 Formulated Medium-Term Environmental Targets

2003 Formulated ASKUL Environmental Policy

Initiatives for Society

Together with colleagues

- Diversity-oriented management
ASKUL's Declaration of Diversity (2015)
 - Utilize diverse human resources
Promote active female participation and enhance the ratio of female managers
Declared the target of making female managers account for 30% of the total by 2025
 - Promote diverse work styles
Systems for leave and shorter working hours for nursing care
Holding of nursing care seminars
Telework system: Abolished the limit on the number of times telework allowed per month
Flextime system: Abolished the core time
Office where employees can work with peace of mind (Thorough preventive measures against infection)
- ASKUL LOGIST: Offer free lunches
Promotion of health-oriented management by providing free lunches to employees working in logistics, distribution, and headquarters so that they can work in good physical and mental health
- ASKUL LOGIST Fukuoka Distribution Center's efforts to employ persons with disabilities in cooperation with local communities
Legal employment ratio at 23.7%*
(Legal employment ratio of private companies is 2.2%)



Together with customers

- Improvement activities starting with customer voices
 - Share customer voices and responses to them on a real-time basis
 - Operation of "Customer Satisfaction Improvement Committee"
PDCA activities based on customer voices, chaired by the CEO
- Activities of ASKUL CS Week
Initiatives to enhance the motivation of concierge service communicators (CSC) engaged in customer relations and to promote their mutual communication
Conduct commendation ceremonies for CSCs who have received words of appreciation from customers on many occasions, and certificate awards ceremonies for "super communicators" as role models to aspire to and give awards for long service for CSCs

Initiatives with business partners

- Declaration of support and voluntary action for the "White Logistics" promotion campaign
A movement to resolve the shortage of truck drivers and work to realize a more employee friendly working environment in which productivity in truck transportation is improved, efficiency in logistics is raised, and some kinds of drivers, such as women and people over the age of 60, will find it easy to work
- Supply Chain CSR Survey
Investigate the status of suppliers' corporate efforts in areas such as "consumer problems," "efforts toward the environment," and "labor practices" and actively communicate with suppliers

Social contribution activities

- Supporting East Japan Reconstruction through Impact Investment and Donations
The ASKUL Group has changed the format of support ten years after the Great East Japan Earthquake.
Utilizing the platform of impact Investments of Music Securities, Inc., the ASKUL Group has started a sustainable and new form of support that combines investment in business operators in Iwate Prefecture, Miyagi Prefecture, and Fukushima Prefecture, and donations thereto in cooperation with manufacturers.
- Project for looking into air and water environments
In a joint project with S.T. Corporation, the ASKUL Group donates part of sales of "S.T. Toilet Deodorant and Deodorant Spray," exclusive for sale by ASKUL, to associations that are engaged in improving air and water environments, thereby supporting their activities.
- Paper cups for social contribution
A portion of sales is donated to support activities for assisting disaster victims, support for "Pink Ribbon Activities (Raising Awareness of Breast Cancer Screening)" and support for "Kids Earth Funds"



Publication of New Catalog

Focus on E-commerce and
publish it once a year



“ASKUL Catalog for 2021”
Published in February 2021

Total number of pages	1260
Number of goods	Approx. 39,000 items
Number of new goods	Approx. 2,400 items
Number of original goods	Approx. 7,300 items
Number of eco-friendly goods	Approx. 14,000 items

<Reference> Outline of 2020 Spring/Summer (previous edition)

Total number of pages: 1,288

Number of goods: Approx. 39,500 items

Number of original goods: Approx. 7,600 items

働き方の変化に合わせて

「だれでも、どこでも、いつでも」使える！

サービス
Service 1クレジットカードで
購入できる！個人名義の
カードで
決済可能！

個人事業主、
フリーランス（法人外）の方はもちろん、
アスクルをご利用の企業に
お勤めの社員の方の、
リモートワークでも
ご利用いただけるようになりました。

askul.co.jp/payment

（注）ソロエル
アリーナのお客様は
ご利用いただけません。

Point リモートワークでも
PDFの請求書で
経費精算がラクにできる。



Point 個人名義の
クレジットカードで
登録できます！

スマホから、
Webから
カンタン
新規登録！

アスクル
Webサイトから
アスクル会員
登録画面へ。

必要情報を入力。

お支払方法で
クレジットカード®を
選ぶ。

※ご請求ごときクレジットカード
カードの由支払いをご請求で
きます。※日本国内で発行の
カードでご利用ください。
※ご登録ください。

サービス
Service 2

登録以外の住所でも

どこでも
つかえる！

ご登録以外のご住所にも
お届けできるから
リモートワークに最適！
マイページのアドレス帳から
登録外への配送が可能※！

※沖縄本島以外の離島および一部の
山間部エリアを除く

askul.co.jp/address

（注）ソロエル
アリーナのお客様は
ご利用いただけません。



リモートワークにシェアオフィス、ノマドワークなど、
最近は働き方も多岐にわたるようになりました。
アスクルは働くすべての方々が、快適に仕事ができるよう
商品やサービスを提供してまいります！

サービス
Service 3

置き場所指定配送なら！

会わずに
受取
OK！

リスク対策として「置き配」での
お受け取りが可能になりました。
オフィスのエントランスや、
自宅玄関横、宅配ボックスなど配送場所を
選択することができます。※
※いくつかの選定エリアの中からお選びいただけます。
→ 4月より一部エリアにてスタート。
順次エリアを拡大する予定です。

サービス
Service 4

ご希望の時間帯に！

朝でも夜でも
受け取れる！

時間帯指定配送サービス※
スタート！
お客様のご都合に合わせて
ご希望の時間帯に
お届けします！

※有料サービス385円（税込）

→ 4月より一部エリアにてスタート。
順次エリアを拡大する予定です。



お客様のご都合のよい 時間帯に合わせて お届け！	
	8:00~12:00
	14:00~18:00
	16:00~18:00
	18:00~20:00
	19:00~21:00

サービスの詳細は
アスクルのWebサイトで
検索！

カタログ2021

検索

3

Change in
work styles



テクノロジーで便利に

「注文の手間がいらない!」「探しやすい!」に

サービス 5

注文しなくても 商品が届く!

IoT 自動配送サービス

コピー用紙が
なくなる前に
自動で発注・
お届け!

IoT自動発注端末
「スマートマット」が
コピー用紙残量を検知し、
自動で発注!

ASKUL Webサイトでご覧!
自動配送 
askul.co.jp/iot



自動配送なら
Point カタログ・Web価格より
おトク!

月額利用料
Point 300円(税別)のみで
発注忘れなし。



定期配送サービス

よく使う商品を
定期的にお届け!

ご希望の数量とサイクルで、
コピー用紙や衛生・介護用品を定期的にお届け!
サービス対象商品は、コピー用紙をはじめ
衛生・介護用品・クリアホルダー・
梱包作業用品・飲料・子供用おもちゃなど多数。

ASKUL Webサイトでご覧!
定期配送 
askul.co.jp/regular

サービス 6


商品名がわからなくても

画像で お買い物 できる!



撮りサーチ

欲しい商品を
スマートフォンで撮影、
AIが検索して表示!

ASKUL Webサイトでご覧!
撮りサーチ 
askul.co.jp/torisearch

操作手順



(注) ソロエルアリーナのお客様はご利用いただけません。



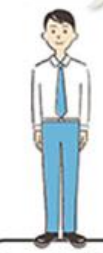
サービスの詳細は
ASKUL Webサイトでご覧!

サービス 7

お買い物に
困ったら!

アオイくんが
サポート!

サイトの右下にあります。
お困りがありましたら、
インターネットでお気軽に
お尋ねください。



チャットボット 「アオイくん」

ASKULでのご購入に関する
インターネットでの
お問い合わせには、
人工知能を活用した
「自動会話プログラム」
チャットボットの「アオイくん」が
チャット形式で
お答えいたします。

askul.jp



