

January 24th, 2019

Company name: RAKSUL INC.  
Representative: Yasukane Matsumoto  
Representative Director, President and CEO  
(TSE Mothers Code No. 4384)  
Contact: Yo Nagami  
Director, CFO

**Announcement of the launch of “Hacobell Connect” service**

Our logistics business “Hacobell” is officially launching “Hacobell Connect” on February 12th, 2019. “Hacobell Connect” is a new service targeting large logistics companies and heavyweight freight operators (such as operators of 2-ton or 4-ton trucks).

By digitizing and bringing all shipment information online, “Hacobell Connect” enables logistics companies and freight operators to easily share relevant details with external partners. This digitization of information reduces the operational workload, minimizes miscommunication and increases the timeliness of information exchange.

For further details, please refer to the attached press release.

## PRESS RELEASE

To media representatives:

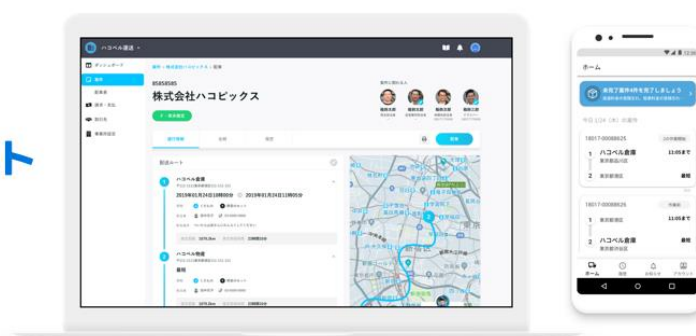


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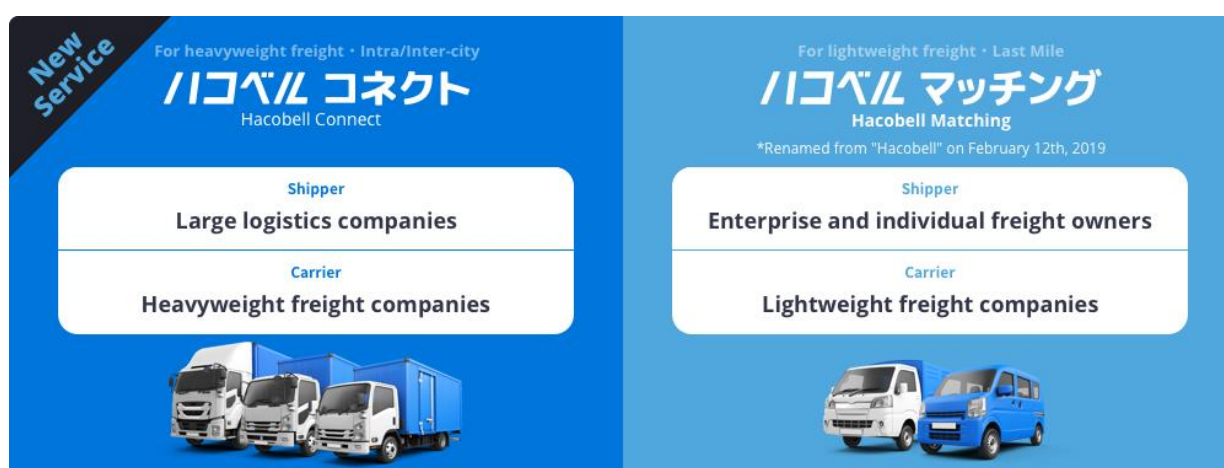
# Introducing “Hacobell Connect”: solving the issue of a shortage of drivers by digitizing intra- industry communication

Hacobell, the logistics platform operated by RAKSUL INC. (HQ: Shinagawa-ku, Tokyo; Representative & CEO: Yasukane Matsumoto) is officially launching “Hacobell Connect” on February 12th, 2019. ‘Hacobell Connect’ is a new service targeting large logistics companies and heavyweight freight operators (such as operators of 2-ton or 4-ton trucks).

**ハコベル コネクト**  
Hacobell Connect



## ■ New name and new service structure



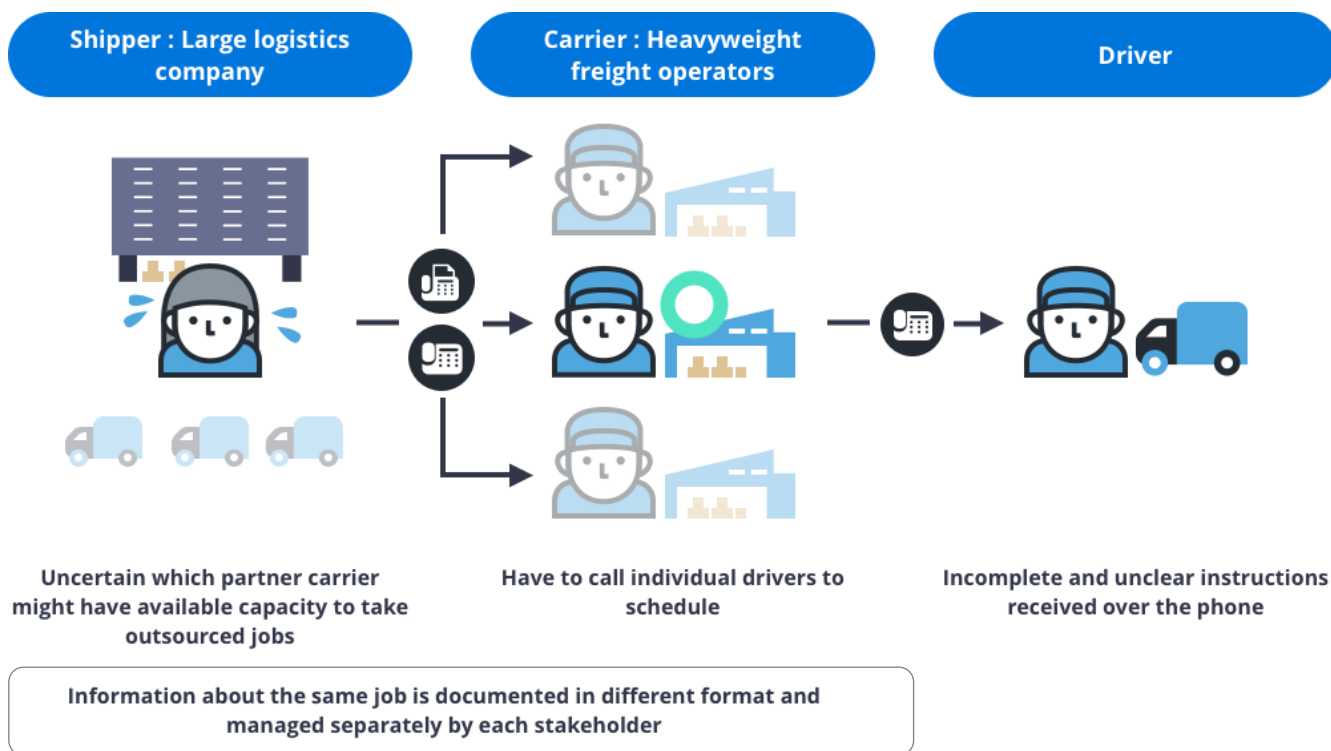
With the launch of “Hacobell Connect”, Hacobell’s existing service will also be rebranded. The newly-launched “Hacobell Connect” will provide a workflow management system tailored to the needs of heavyweight freight operators and large logistics companies. It will focus on solving the industry-wide issue of a shortage of drivers.

The existing service of matching shippers with carriers will be renamed “Hacobell Matching”. It will continue serving its purpose of reducing industrial inefficiency by connecting shippers directly with carriers.

## ■ The inception of “Hacobell Connect”

The biggest issue facing the Japanese logistics industry is the shortage of drivers. Adding onto that, the existing paper-and-phone-based analogue style of operation has created unnecessary and inefficient workflows, such as back-and-forth phone calls to resolve miscommunication and information disparity. With the data we’ve obtained through our matching platform since December 2015, we believe that the root problem facing the industry is an ‘information silo’. This is especially obvious in the heavyweight freight segment of the industry.

Many heavyweight freight operators are subcontracting up to 70% of their jobs to other logistics companies due to capacity constraints. As a result, it is difficult to complete a job without any cooperation between carriers. However, since many carriers have operating systems and workflows that are offline and highly customized, communication and information exchange with external parties had to be done via paper, telephone or fax. Because of this analogue way of communication, information cannot flow freely and timely from one party to another, causing an “information silo” in the industry, and therefore lowering overall productivity and efficiency.



“Hacobell Connect” is our solution to this problem. By bringing all shipment information online, logistics companies and freight operators can easily share relevant details with external partners and stakeholders. This digitization of information reduces operational workload, minimizes miscommunication, and increases timeliness of information exchange.

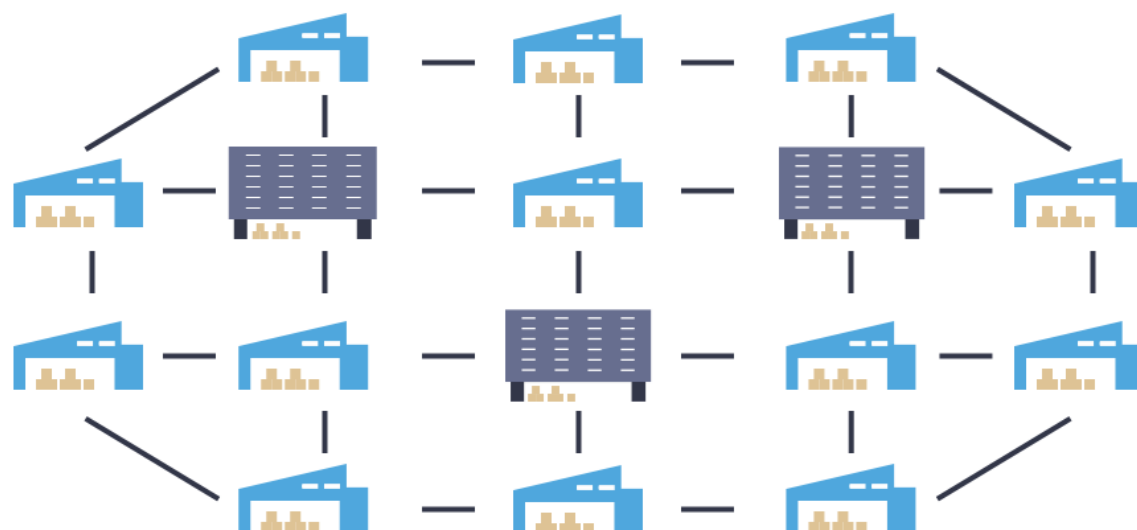
With “Hacobell Connect”, we want to tackle an industry issue that our existing matching platform could not solve. We want to increase the information transparency among heavyweight freight operators, enable real-time management of capacity, and increase the overall productivity of the industry.

## ■ About “Hacobell Connect”

### 【Service overview】

The purpose of this service is to optimize the process of intra-industry communication and information sharing for carriers such as large logistics companies and heavyweight freight operators.

### "Hacobell Connect": a platform connecting large logistics companies and heavyweight freight operators



#### Benefit to large logistics companies



Real-time information on job status



Information exchange in a standardized format

#### Benefit to heavyweight freight operators



Accept jobs fitting own criteria  
-Sharing of accurate



Sharing of accurate information with all parties

### 【Pricing structure】

Target customer	Service name	Price	URL
Large logistics companies	Hacobell Connect	Customized pricing	<a href="https://hacobell.com/connect/enterprise">https://hacobell.com/connect/enterprise</a>
Heavyweight freight operators		Free	<a href="https://hacobell.com/connect">https://hacobell.com/connect</a>

Hacobell will continue contributing to the growth of the logistics industry by tackling industry-wide issues with technology.

#### 【About RAKSUL INC.】

RAKSUL is a technology company with a vision of “Better Systems, Better World”. We believe that the internet can help redesign the structure and the value chain of conventional industries. Currently, we have a printing and offline advertising sharing platform (Raksul) and a logistics sharing platform (Hacobell).

For any inquiries, please contact our IR department

Email: [ir@raksul.com](mailto:ir@raksul.com)

IR Information: <https://corp.raksul.com/en/>