

December 3, 2019  
Raccoon Holdings, Inc.  
President: Isao Ogata, Representative Director  
(Code: 3031, Tokyo Stock Exchange, 1st Section)



## **SUPER DELIVERY to Launch Full-Fledged Business for Wholesale to Amazon Fashion**

Raccoon Holdings, Inc. (Head office: Chuo-ku, Tokyo, President & Representative Director: Isao Ogata), announces that “SUPER DELIVERY,” a wholesale purchasing site operated by Raccoon Commerce, Inc. (Head office: Chuo-ku, Tokyo, President & Representative Director: Takeshi Wakui), its consolidated subsidiary, will launch a full-fledged business for wholesale to Amazon Fashion operated by Amazon.

Through this initiative, we aim to draw more manufacturers exhibiting through SUPER DELIVERY to wholesaling to Amazon Fashion.

### **■Background of launching business for wholesale to Amazon Fashion**

SUPER DELIVERY is a BtoB EC website enabling Japanese manufacturers to transact with business operators such as retailers and service providers. It is used by a broad range of manufacturers centering on those in fashion and general goods.

With SUPER DELIVERY, we have thus far worked to establish a system that enables manufacturers to develop sales channels and expand sales easily and efficiently. For instance, “SD export” (cross-border EC), an export sales service that allows for transactions with overseas business operators, has enabled sales to business operators in 134 countries worldwide in the same manner as selling domestically. Furthermore, while the manufacturers have been able to sell products only to retailers so far, they are now able to transact with a wider range of business operators including restaurants, beauty salons, lodging businesses and real estate businesses.

The business for wholesale to Amazon Fashion was launched as part of the above initiative. With more consumers shopping online, we have built a scheme of easily wholesaling to Amazon Fashion, which has many customers, and launched a trial sale in February earlier this year. The trial saw the number of participating manufacturers and sales steadily increase, and that outcome has led to the decision to operate the service at full scale.

### **■Overview of business for wholesale to Amazon Fashion**

In the service launched this time around, Amazon Fashion buys products of the exhibiting manufacturers and sells them under its fashion category. Exhibiting manufacturers will be able to efficiently expand their sales channels as they can wholesale to Amazon Fashion without any additional work.

This service currently applies to products categorized under bags and wallets, and a variety of products falling under women's, men's, unisex, fashionable and with images/characters, in both casual and business styles, are purchased.

With the aim of offering even more convenient services through SUPER DELIVERY, we will put forth efforts to create new services and systems.

### **■Reference**

**SUPER DELIVERY** <https://www.superdelivery.com>

SUPER DELIVERY is a wholesale purchasing site available to manufacturers and businesses such as retailers and service providers. Approximately 1,000,000 products have been exhibited. It is effective for manufacturers as a tool for expanding sales channels to 144,935 stores beyond the region and enables retailers to transact with 1,623 exhibiting companies via the internet, significantly increasing the number of suppliers. It eliminates costs, trouble and risks in transactions between manufacturers and retailers, and realizes efficient transactions. It received the Regional Revitalization Minister Award in the First Nihon Service Award. (All figures are as of the end of October 2019.)



Raccoon Holdings, Inc.

Representative: Isao Ogata, President & Representative Director

Location: 1-14-14 Nihonbashi-Kakigaracho, Chuo-ku, Tokyo

Established: September 1995

Capital: 847,009 thousand yen (as of the end of October 2019)

Stock Code: 3031 (Tokyo Stock Exchange, First Section)

URL: <https://www.raccoon.ne.jp>



Raccoon Commerce, Inc.

Representative: Takeshi Wakui, President & Representative Director

Location: 1-14-14 Nihonbashi-Kakigaracho, Chuo-ku, Tokyo

Established: November 2018

Capital: 300,000 thousand yen (as of the end of January 2019)

URL: <https://commerce.raccoon.ne.jp>

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