



January 24, 2018  
PT Retail Corporation Limited  
Lives Inc.  
Mediator Co., Ltd.  
Yamato Global Logistics Japan Co., Ltd.

**Bangkok Tokyu Department Store, Lives, Mediator, and Yamato Group cooperate  
fully open “47 Fresh From JAPAN”, a store that sells Japanese agricultural and fishery products  
in Bangkok Tokyu Department Store Paradise Park**

- Provides one-stop services including import and export procedures from Japan to Thailand and local sales -

On January 24, 2018, PT Retail Corporation Limited (Headquarters: Bangkok, CEO: Takashi Hayano, hereinafter called “PT Retail”), a company operating Bangkok Tokyu Department Store Paradise Park in Thailand, Lives Inc. (Headquarters: Hiroo, Shibuya-ku, CEO: Takashi Seike, hereinafter called “Lives”), Mediator Co., Ltd. (Headquarters: Bangkok, CEO: Kantatorn Wannawas, hereinafter called “Mediator”), and Yamato Global Logistics Japan (Headquarters: Tsukiji, Chuo-ku, Representative Director & President: Taiji Kitagawa, hereinafter called “YGL”) have fully opened “47 Fresh From JAPAN” in Bangkok Tokyu Department Store Paradise Park, a store that provides one-stop services from import and export procedures from Japan to Thailand to local sales in Thailand with the aim of contributing to the expansion of exports of agricultural and fishery products produced in Japan to Thailand and the realization of a richer life for consumers in Thailand.

Opening ceremony of the store held at the site on January 24 is reported below.

## 1. Background

While the food industry market in Japan is expected to shrink as Japan face declining birth rate and aging population, demand for Japanese agricultural and fishery products is increasing overseas, especially in Asia where rapid economic growth continues. Notably in Thailand, due to the visa exemption agreement between the two countries, the number of tourists travelling from Thailand to Japan is increasing year by year, resulting in an increasing popularity of Japanese food among Thai people and opening of many Japanese restaurants in Thailand. At the same time, with the implementation of health promotion measures by the government of Thailand, the public is increasingly becoming health-conscious, and the need for safe and high-quality foodstuffs produced in Japan is increasing.

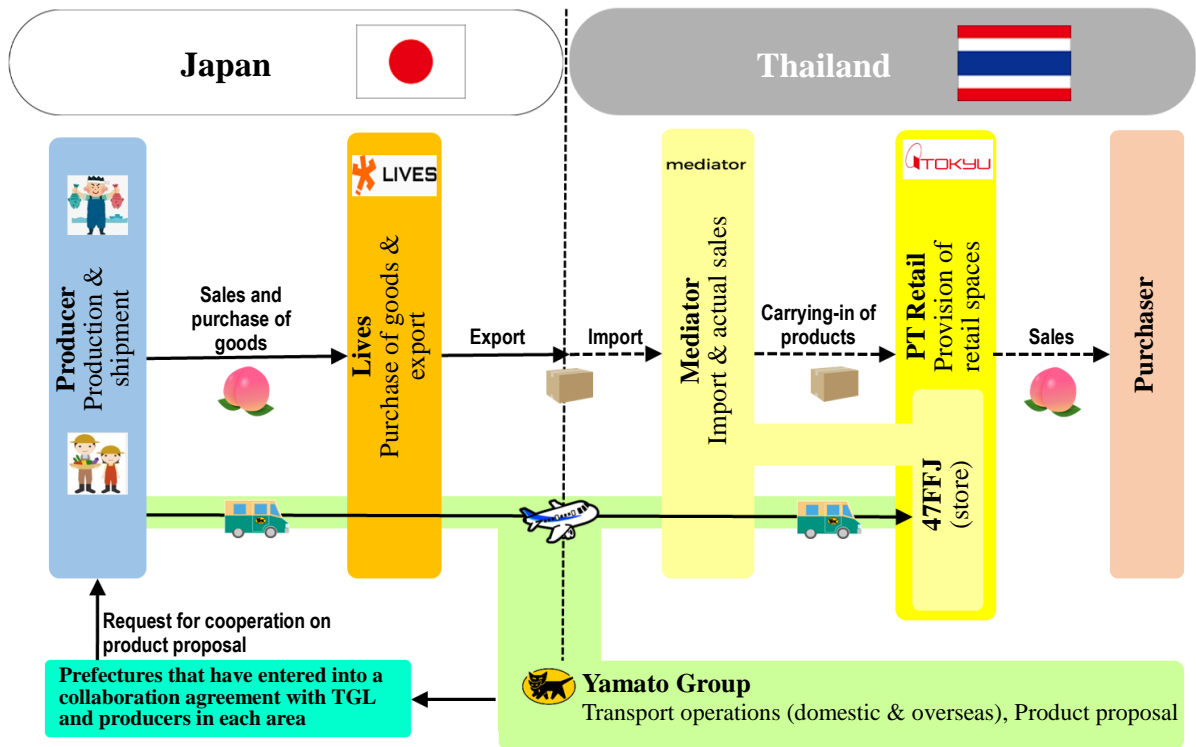
Meanwhile, Japanese producers who try to expand their sales channels to Thailand are facing many challenges including but not limited to complicated and troublesome import and export procedures, cultivation of distributors in Thailand, and language barrier, and as a result, many producers have given up entering the Thailand market. And now, as it is particularly difficult for Japanese producers to develop sales channels in Thailand, the above-stated four companies have come together to open "47 Fresh From JAPAN" in Bangkok Tokyu Department Store Paradise Park as a sales base where total services are offered including import and export procedures for agricultural and fishery products from Japan to Thailand and their delivery to Bangkok, Thailand.

In response to the increasing needs for Japanese food in Thailand, the store will contribute to the expansion of export of Japanese agricultural and fishery products in the future.

## 2. Service Outline

By combining the functions each of the four companies has and providing total services from procurement of goods, import and export between Japan and Thailand, delivery, provision of retail places, to sales at physical stores, we will help Japanese producers expand their sales channels in Bangkok, Thailand with ease.

### (1) Illustration of Service Outline



### (2) Main roles of each company

- PT Retail
  - Provision of retail spaces
- Lives
  - Purchase of products in Japan
  - Export operations
  - Marketing operations
- Mediator
  - Setup and operation of stores and sale of products in Thailand
  - Import operations
  - Promotion of "Made in Japan" products
- YGL (Yamato Group)
  - Transport operations in Japan and Thailand
  - Product proposal (through collaborations with various prefectures that have entered into a collaboration agreement with Yamato Group, and producers who are Yamato Group's customers)

### (3) Benefits of Services

- a. For producers in Japan
  - They will be able to sell in Thailand, with only domestic sales transactions with Lives.
  - They will be able to have test marketing (preference survey) conducted in Thailand for their products.
- b. Consumers in Thailand
  - They will be able to obtain from distributors in Thailand fresh "seasonal" food products delivered directly from the producing areas in Japan.

### 3. Future Outlook

For the time being, the store will mainly deal with fruits, but we aim to expand our product line in the future to offer a variety of products including fishery products and processed foods flown in from various parts of Japan. Further, we are considering diversifying our sales channels by, for example, utilizing the TA-Q-BIN (small parcel door-to-door delivery service) network of Yamato Group in Thailand (SCG Yamato Express Co., Ltd.) to deliver products ordered via EC directly to consumers in Thailand.

### 4. Opening Ceremony of “47 Fresh From JAPAN”

Today at 11:00 AM (IICT) on Wednesday, January 24, 2018, at "47 Fresh From JAPAN" in Bangkok Tokyu Department Store Paradise Park, an opening ceremony was held in the presence of the following individuals.



Present (from left to right): Mr. Takashi Hayano, CEO, PT Retail Corporation Limited  
Mr. Takashi Seike, CEO, Lives Inc.  
Mr. Kantatorn Wannawas, CEO, Mediator Co., Ltd.  
Mr. Katsuhiko Umetsu, Director & Chairman, Yamato Global Logistics Japan Co., Ltd.

### [Reference Information]

#### (1) PT Retail Corporation Limited

A joint venture funded by Bangkok Tokyu Department Store (Thailand) Company Limited and MBK Public Company Limited based in Bangkok, Thailand. Since June 2015, the Company has been operating "Bangkok Tokyu Department Store Paradise Park" in the Paradise Park, a shopping center located in the suburbs of Bangkok. Through its retail outlet named "JAPAN Scramble", the Company is committed to providing "Japanese food products" which are popular among local people in Bangkok.

(2) Lives Inc.

In collaboration with experts and creators, the Company offers comprehensive and consistent support services that consist of product development, sales promotion, and development of new distribution channels to regional companies that strive in various parts of Japan. By building solid partner relationships with regional companies, and creating original and attractive products using regional resource and transmitting their value to customers both domestic and overseas, the Company contributes to enhancing vitality of Japan and thereby contributing to create powerful Japan.

(3) Mediator Co., Ltd.

Through accurate understanding of the values and cultures of both Japan and Thailand and based on its proven wide network, the Company aims to become a "platform" to be used as a bridge between the two countries. The Company contributes to the development of both countries through providing support to Japanese companies in Thailand in such areas as new distribution channels development, marketing development and inbound strategy.

(4) Yamato Global Logistics Japan Co., Ltd.

Based on international transportation, the Company proposes optimal logistics solutions that make the best use of the "last-one-mile" which is the strength of Yamato Group. In addition, the Company is actively involved in small-lot logistics for cross border EC and cross-border logistics among companies, contributing to the global business expansion of its customers. By strategically combining Yamato Group's original information systems (IT) and settlement functions (FT), the Company aims to provide the society with new value and convenience.

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