



JAPAN'S LEADING CARRIER, YAMATO, PARTNERS WITH DODDLE TO LAUNCH NEW NATIONWIDE PUDDO NETWORK

17 August 2020 – Japan's leading carrier – Yamato Holdings Co., Ltd. (herein after "Yamato") – has partnered with UK based international ecommerce solutions provider, Doddle, to create a proprietary nationwide PUDDO network, underpinned by Doddle's sector leading software platform. The deal cements Doddle's reputation as the partner of choice for the world's leading postal services and carriers, coming on the back of similar recent partnership deals with Australia Post and USPS in America.

The partnership represents one of the first times Yamato - which has a 42% share of the parcel market in Japan* - has worked with an international software business to support its transformation plan 'Yamato *NEXT 100*' - a commitment by the carrier to co-develop sustainably focused future delivery solutions that are both efficient and customer centric.

Japan is the world's fourth biggest ecommerce market and one of the fastest growing ecommerce markets globally (Statista, 2020)**, with 75% of the population regular ecommerce users (Practical Ecommerce, 2020)***. Yamato currently ships 1.8 billion parcels annually, but with ecommerce demand in the country continuing to grow and with home delivery at 99% share, the need to provide more delivery options to consumers that are flexible, convenient and sustainable has become a strategic priority.

The partnership will enable Yamato to lead the way in sustainable fulfilment while delivering on its 'all for the customer' promise. Thanks to Doddle's flexible, partner agnostic platform, customers will be able to choose to collect their parcels from some of the 240,000 Yamato partner shop network nationwide, with new partner locations expected to include some of the biggest retailers in Japan.

Yutaka Nagao, President, Yamato Holdings Co., Ltd. said: *'Yamato Group has been seeking proactive partnerships with startups in Japan and abroad possessing innovative technologies and business models for transforming logistics and supply chains. The collaboration with Doddle, a U.K. startup, is one of the most important such moves, and we are elated to announce this initiative with the company.*

We believe that utilization of Doddle's cutting-edge digital technology in the last-mile business of e-commerce will enable us to offer a completely new collection experience to Japanese customers in the future.

We will aim to establish an e-commerce ecosystem that provides the best value to all who engage in e-commerce by accelerating digital transformation (DX) through further cooperation between the two companies going forward.'

Doddle's end to end tech solution will enable customers to track the progress of their orders at every point of the journey from basket to collection and will enable Yamato Holding's 33 million *Kuroneko* privilege club members to carry out in-flight divers from home to a collection point or from one collection point to another, to offer the ultimate in customer convenience.

Tim Robinson, CEO, Doddle, commented: *'The global Covid pandemic has created an unprecedented boom in the already rapidly growing international ecommerce market. Click & collect is the fastest growing delivery option globally because it provides the natural solution - enabling companies to address inevitable capacity issues whilst delivering superior sustainability and a flexible customer experience.'*

'Sector leaders like Yamato Holdings, are turning to Doddle because we have demonstrated in multiple thriving and challenging ecommerce markets just how easy it can be to create and manage an unrivalled nationwide PUDO network using our flexible and accessible technology. We are excited to be working with Yamato – a carrier renowned worldwide for its customer experience – to demonstrate that customer experience and sustainability can be championed together.'

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Notes to Editors

* Yamato Holdings share of the parcel market in Japan was 42% in 2018

** <https://www.statista.com/topics/5262/e-commerce-in-japan/>

*** <https://www.practicalecommerce.com/japan-is-a-enticing-market-for-cross-border-ecommerce>

About Doddle

Doddle believes in the power of lasting impressions and helps carriers and retailers around the world create ecommerce delivery and returns experiences that attract customers, create differentiation and foster loyalty. Doddle uses its years fulfilment experience - developed in some of the world's toughest ecommerce markets - to help retailers and carriers devise sector leading fulfilment strategies that enhance customer experience, promote sustainable solutions and drive profitability and efficiency.

Doddle's white-label technology powers the creation, roll out and management of a full out-of-home delivery and returns ecosystem. Each of the solutions in its platform is designed to drive loyalty, create cross-selling opportunities, promote efficiency and address the need for more sustainable supply chains.

Doddle's expertise and technology is trusted by some of the world's biggest retail and logistics businesses from ASOS and Amazon to USPS and Australia Post. Headquartered in London, UK, Doddle also has regional teams in the US, Australia, Europe and Japan.

Find out more at: doddle.com

ABOUT YAMATO HOLDINGS CO., LTD.

Yamato Holdings is a holding company of Yamato Group which contains Yamato Transport providing TA-Q-BIN courier service, Yamato Logistics providing logistics services to corporate clients, and other affiliate companies providing various services, such as information system, settlement, and lifestyle support.

In 1919, Yamato Group (the Group) owned 4 out of the 204 trucks registered in Japan at the time, and since its inception, the Group has been introducing innovations such as the first regular routes delivery in Japan and "TA-Q-BIN courier service," meeting the needs of the times.

For its 100th anniversary in 2019, Yamato has formulated the transformation plan "YAMATO NEXT100".

By steadily implementing "YAMATO NEXT100", which consists of 3 business transformations including the digital transformation (DX) of TA-Q-BIN, establishment of an EC ecosystem, and strengthening of corporate logistics business, and 3 infrastructure transformations including the renewal of the group management system, shift to data-driven management, and focus on sustainability initiatives, Yamato aims to achieve sustainable growth.

Yamato is a member of social infrastructure provider, to continue to face and solve social issues and to create a new logistics ecosystem meeting the needs of society to contribute in the creation of a prosperous society in the next era.