

December 27th, 2021

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

**Announcement of the release of Hacobell's 6th Anniversary Infographics**

We are pleased to announce the release of infographics to celebrate the sixth anniversary of the December 2015 launch of our logistics platform, "Hacobell."

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



## Celebrating six years of “Hacobell” with infographics of our growth story

**-With the expansion of the service, Hacobell became No.1\*1,2 in terms of recognition  
and has received the Good Design Award.-**

RAKSUL INC. (HQ: Shinagawa, Tokyo; Representative & CEO: Yasukane Matsumoto)  
is releasing infographics to celebrate the sixth anniversary of the December 2015 launch of its  
logistics platform, “Hacobell.”



No. 1 recognition and Good Design Award winner  
Celebrating six years of “Hacobell” with infographics of our growth story

In 2015, Hacobell launched a matching service to connect shippers with drivers. By utilizing drivers' idle time, we have created a system which achieves quick and easy delivery arrangements at a competitive price.

From 2019, we have begun offering a matching service for heavyweight freight and a dispatch management system to improve operational efficiency. We are currently offering two services: “Hacobell Cargo” for lightweight freight and “Hacobell Connect” for Heavyweight freight.

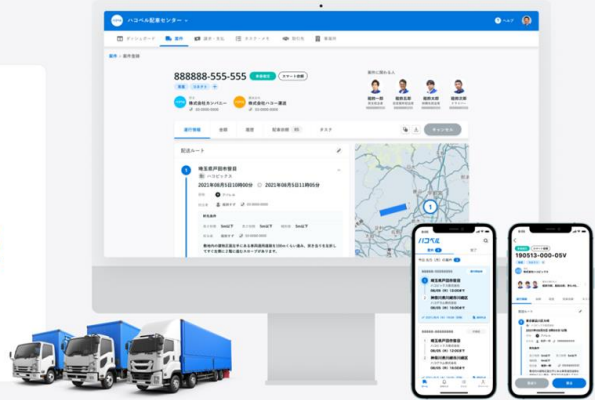
In 2021, “Logistics Today”, the largest logistics news website in Japan, published “Top 40 Vehicle Allocation Planning System of Interest” (survey conducted in July 2021) and the “Most Recognized Cargo and Vehicle Matching Services” (survey conducted in October 2021). We ranked No.1 in both of the lists, and in addition, we received the Good Design Award (sponsored by the Japan Institute of Design Promotion) for 2021. With the expansion of our services, we have been received well both by the industry and outside of the industry.

ハコベルコネクトへの評価

**GOOD DESIGN AWARD 2021**

**No.1** ※1  
配車管理システム  
関心度ランキング

**No.1** ※2  
求荷求車・マッチング  
認知度ランキング



- ※1 Logistics Today “Top 40 Vehicle Allocation Planning System of Interest”
- ※2 Logistics Today “Most Recognized Cargo and Vehicle Matching Services”

Our services have been used for 520,007 deliveries this year (total record from January to the end of November) and 46,826 shippers continue to use Hacobell. With stay-home and remote work environment with COVID-19, 2021 saw a continued increase in demand for home deliveries for food and beverages, office supplies, books, bicycles, and clothing.

**Transactions**

**520,007**

Including both “Hacobell Cargo” and “Hacobell Connect”

**Number of registered shippers**

**46,826**

Including both “Hacobell Cargo” and “Hacobell Connect”

**Type of Goods TOP10** (As of 30th, Nov, 2021)

1 Food & Beverage	2 Household Goods	3 Display Furniture	4 Building Materials	5 Office Supplies
6 Paper and Printed Materials	7 Materials and Raw Materials	8 Housing Equipment	9 Precision Equipment	10 Clothing

※Transactions and Number of registered shippers exclude Hacobellconnect(SaaS)

The number of registered drivers and vehicles has increased over 10,000 compared to last year. With over 30,000 of them, we have been able to provide an even more robust logistics network.

### Number of registered vehicles



Vans  
**13,400**



Light trucks  
**2,638**



Medium trucks  
**6,090**



Heavy trucks  
**10,474**

Total **32,602**

### Number of registered carriers



**12,067**

Including both "Hacobell Cargo" and "Hacobell Connect"

### Number of drivers



**33,394**

Including both "Hacobell Cargo" and "Hacobell Connect"

In addition, the success matching rate on "Hacobell Cargo" is 98.0% and our customer reviews average a score of 4.8. Our customer satisfaction rate keeps increasing, and we continue to provide high-quality services everyday.

### Average matching rate



**98.0%**

Lightweight freight only

### Average quality score



**4.8**

Hacobell Cargo only

The logistics industry has many challenges such as continuous shortage of drivers, long working hours and inefficient operations. In order to play a part in tackling and solving these issues, we will continue to contribute to the digital transformation of the logistics industry by providing a "Hacobell" platform, which directly connects shippers and drivers. We will strive to continue providing services that are truly needed by customers.

\*All figures are as of November 2021.

▪ **About Hacobell**

“Hacobell” is a logistics sharing platform, which services a nationwide network from last-mile deliveries to trunk transport for inter-city deliveries.

“Hacobell Cargo” for lightweight freight provides a high-quality and cost-effective delivery system, which directly connects shippers and drivers by utilizing drivers’ idle time. After each use of the service, we have built a system where the users rate the drivers in order to keep improving the service quality. “Hacobell Connect” matches shippers and nationwide shipping companies for heavyweight freight. On our web application, our customers can manage their own and their partners’ vehicles; not only are they able to manage their dispatch and billing, they can also request a vehicle from Hacobell’s dispatch center. We help the companies cut their logistics cost and promote digital transformation.

- **Service website** : <https://www.hacobell.com/solution>
- **Inquiries regarding usage** : <https://form.run/@connect-en-contact>

**[About RAKSUL INC.]**

With our corporate vision, “Better Systems, Better World,” RAKSUL brings the internet into traditional industries with little digitalization, such as printing, logistics, and advertising. We strive to make the world a better place by transforming industry structures. We currently provide “Raksul” (printing and offline advertising platform), “Hacobell” (logistics platform), “Novasell” (advertising platform), and “Josys” (corporate IT service).

**[RAKSUL’s “Industry DX”]**

We continue to build an integrated platform, which makes transactions and operations more efficient via our platforms and software (SaaS), in addition to providing added-value services. We provide vertical solutions to problems in each industry and transform the industries into becoming highly productive and profitable. As an agent of change, RAKSUL INC. will continue to make the world a better place by promoting digital transformation through our vertical platforms in traditional industries with little digitalization.

**[Contact for Inquiries]**

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