

February 15, 2023

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

Announcement of “Raksul” Becoming No. 1*1 Japanese Online Printing Platform by the Number of Users

RAKSUL INC.(the “Company”) is pleased to announce that its printing and offline advertising platform, Raksul, has surpassed 2 million users in November 2022, making it the No. 1*1 online printing platform by the number of users. According to Yano Research Institute Ltd., the online printing market segment has been growing every year since 2013, increasing its market size by 79.7 billion yen over the past decade, and is expected to reach 134 billion yen by 2022*2. As a leading service in the online printing market, we will contribute to the revitalization of the market together with our partners.

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

*1 Tokyo Shoko Research (Major Online Printing Services, as of December 2022)

*2 Yano Research Institute "Survey on the Domestic Online Printing Market," February 2023

RAKSUL Supports Growth of Domestic Online Printing Market, Becomes No. 1*1 with more than 2 Million Users

RAKSUL INC. (HQ: Shinagawa-ku, Tokyo; Representative & CEO: Yasukane Matsumoto) announces that its printing and offline advertising platform, Raksul, has surpassed 2 million users in November 2022, making it the No. 1*1 Japanese online printing platform by the number of users.

To celebrate this milestone, we have launched a special website to express our gratitude to our users and to show the trajectory of Raksul. URL: <https://raksul.com/arigato/> (all in Japanese)

Whether you have been a Raksul user or have recently discovered Raksul, we would like to invite you to learn more about how Raksul has grown along with the domestic online printing market.

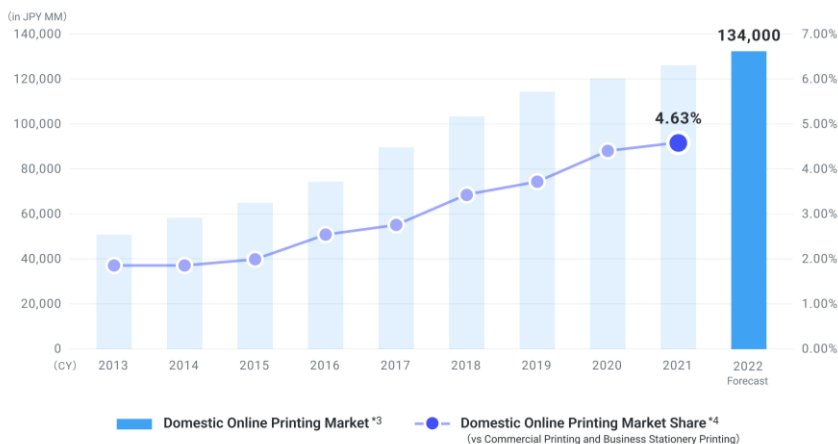


■Background

The Japanese domestic printing industry is reportedly shrinking*2.

According to Yano Research Institute Ltd., the online printing market segment has been growing every year since 2013, increasing its market size by 79.7 billion yen over the past decade, and is expected to reach 134 billion yen by 2022*3.

We see that the growth of the domestic online printing market has increased the market shares in commercial/office printing, providing momentum to the entire printing industry.



Since launching the e-commerce website in 2012, Raksul has continued to expand its product lineup. With the mission of “a customized e-commerce platform that makes work easier for workers,” we use technology in the printing industry to improve the work style and productivity of our users and partner printing companies. In recent years, we have expanded our product categories to include custom-printed novelty items and apparel in addition to paper products. In 2022, we made DANBALL ONE a subsidiary, which operates an e-commerce website for packaging materials. So far, Raksul has achieved an extensive product lineup with a variety of printed materials other than publication printing.

In November 2022, the cumulative number of registered users exceeded 2 million thanks to the support of our many users, making us the No. 1*1 online printing platform by the number of users. We have built this special website(all in Japanese) to express our gratitude and communicate what Raksul has provided to date and how we will evolve in the future.

As a leading service in the online printing market, we will continue to grow our e-commerce platform where people can easily find what they are looking for, while making work easier for workers. In the printing market, we will also contribute to the revitalization of the market together with our partners.

*1 Tokyo Shoko Research (major online printing services, as of December 2022)

*2 METI, “Fiscal Year 2022 Strategic Fundamental Technology Advancement and Collaboration Support Project (Survey on the Actual Business Environment in the Printing Industry),” March 2020.

*3 Yano Research Institute “Survey on the Domestic Online Printing Market,” February 2023.

*4 Calculated by dividing the market size of Yano Research Institute “Survey of the Domestic Online Printing Market” by the market size of Commercial printing and office printing, which we estimated based on “Summary of the Economic Census of Activities by industry (manufacturing industry, summary version)” and “Current Production Statistics: Paper, Printing, and Plastic” (METI)

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). (URL: <https://corp.raksul.com/>)

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.

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