

To the Press

June 12, 2023

RACCOON COMMERCE, Inc.

**Wholesale Purchasing Site “SUPER DELIVERY” Launches  
New Membership Plan for Procurement Businesses This Autumn**

“SUPER DELIVERY,” a wholesale purchasing site operated by RACCOON COMMERCE, Inc. (head office: Chuo-ku, Tokyo, Japan; President & Representative Director: Takeshi Wakui; hereinafter “RACCOON COMMERCE”), will launch a new membership plan for procurement businesses around autumn 2023. The new membership plan will have two options: a paid plan for businesses with high purchase frequency and a free plan for one-time purchases.

**■ Background and Overview of New Plan Offering**

“SUPER DELIVERY” is a wholesale purchasing site where Japanese manufacturers and businesses, such as retailers and service businesses, can trade. This website features a wide range of products from various genres, including apparel, miscellaneous goods, furniture, home appliances, and food, with approximately 1.40 million items listed. In addition to the domestic version targeting Japanese businesses, there is also a cross-border version that allows wholesale distribution to 134 countries worldwide.

Since the launch of its service in 2002, “SUPER DELIVERY” has been at the forefront of the industry as a leading online procurement platform. Currently, approximately 330,000 businesses have been registered as members, and the members span various industries such as select shops, restaurants, hair salons, and accommodations.

In recent years, there has been a growing trend of non-retail industries engaging in retail sales, such as cafes selling miscellaneous goods and hair salons selling food products. Furthermore, due to the impact of COVID-19, the restrictions on face-to-face operations have led to a sharp increase in businesses venturing into retail sales

through, for example, online shops. As a result of these circumstances, needs related to procurement, such as product lineups, purchase quantities, and purchase opportunities, have become increasingly diverse.

While a membership fee is currently required for procurement on “SUPER DELIVERY,” in order to encourage a broader range of customers to continue using this site, we are planning to update its current membership plan and introduce two options: a free plan and a paid plan, starting from this autumn.

With the introduction of the free plan, even light users with lower purchasing frequency, such as occasional users, will be able to make purchases easily at any time. We anticipate attracting new users who have been hesitant to use due to the membership fee barrier and improving user retention. On the other hand, the paid plan is expected to offer businesses with high purchase frequency greater benefits, including point rewards and preferential return and payment conditions, compared to the current offerings.

As “SUPER DELIVERY,” we expect an increase in the number of buying customers by offering plan options that cater to diverse needs. At the same time, we believe that expanding the customer base with high loyalty will lead to an improvement in average sale per customer and ultimately result in an increase in LTV.

Please note that the plan details will be announced once they are finalized.

In the future, “SUPER DELIVERY” will continue to strive as an infrastructure connecting manufacturers and businesses all over Japan in order to enhance its convenience.

#### ■ Reference

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

A wholesale purchasing site where manufacturers and businesses such as retailers and service businesses trade. The number of products listed on this site is approximately 1.40 million. For manufacturers, this site serves as an effective tool for expanding sales channels to 330 thousand stores beyond their local region. For

retailers, it enables them to transact with over 3,100 companies listing products and significantly expand their network of suppliers through the Internet. Furthermore, it eliminates costs, trouble, and risks to enable efficient transactions. It received the Minister of State for Regional Revitalization Award at the 1st NIHON SERVICE AWARD. (All figures are as of the end of April 2023.)

### ■ Company Overview

#### **RACCOON COMMERCE, Inc.**

Representative: Takeshi Wakui, President & Representative Director

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

Establishment: November 2018

Capital: 300,000 thousand yen

Stockholder: Raccoon Holdings, Inc. 100%

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

#### **Raccoon Holdings, Inc.**

Representative: Isao Ogata, President & Representative Director

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

Establishment: September 1995

Capital: 1,860,286 thousand yen (as of the end of April 2023)

Stock: Listed on the Tokyo Stock Exchange Prime Market, Securities Code: 3031

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



Representative: Takeshi Wakui, President & Representative Director

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

Establishment: November 2018

Capital: 300,000 thousand yen

Stockholder: Raccoon Holdings, Inc. 100%

Listed on the Tokyo Stock Exchange Prime Market, Securities  
Code: 3031

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

#### **Contact for inquiries on this matter**

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