



June 11, 2026

(For Translation Purposes Only)

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Notice Concerning the Launch of the New Service “SD Direct”

Raccoon Holdings, Inc. (“Raccoon”) hereby announces that its consolidated subsidiary, Raccoon Commerce, Inc., has today resolved to launch “SD Direct,” a service that supports the digitalization of orders that companies exhibiting on SUPER DELIVERY receive from their existing business partners outside of SUPER DELIVERY. The details are as follows.

1. Overview

“SD Direct” is a service provided to companies that exhibit on SUPER DELIVERY. By opening up SUPER DELIVERY’s order-management and settlement platform, the service enables exhibiting companies to digitalize the orders they receive from their existing business partners outside of SUPER DELIVERY. Going forward, Raccoon aims to consolidate all of an exhibiting company’s transactions onto SUPER DELIVERY.

For further details, please refer to the attached materials.

2. Scheduled Launch of the Service

July 2026 (planned)

3. Future Outlook

The impact of this matter on Raccoon’s consolidated business results for the fiscal year ending April 30, 2027 is expected to be immaterial. Over the medium to long term, however, Raccoon believes it will contribute to the growth of its business and the enhancement of its financial results. Should any matter requiring disclosure arise in the future, Raccoon will announce it promptly.

To the Press

June 11, 2026

RACCOON COMMERCE, Inc.

**RACCOON COMMERCE Launches “SD Direct,”
a New Service Supporting Order-Taking DX
for Small and Mid-Sized Manufacturers**

— Opening its pioneering trade platform to expand the EC business —

RACCOON COMMERCE, Inc. (Head office: Chuo-ku, Tokyo; President & Representative Director: Takeshi Wakui) leverages the framework of “SUPER DELIVERY,” one of Japan’s largest wholesale purchasing sites, which it has operated since 2002, to offer companies exhibiting on the site a new service that lets them consolidate the orders they receive from existing business partners onto the Web. This new service, “SD Direct,” is scheduled to launch in July 2026.

■ Background and Objectives

As business failures caused by labor shortages reach record highs, labor-saving and automation of operations have become a management challenge for small and mid-sized enterprises. A survey conducted by SUPER DELIVERY of the domestic manufacturers exhibiting on the site revealed that order-taking by fax, telephone, and email remains the norm and that these companies are burdened with analog ordering tasks such as manual entry into core systems and responding to inquiries. 92% of the responding companies manage orders using inefficient analog methods, which can give rise to problems such as mis-shipments and delivery delays caused by input errors.

SUPER DELIVERY is a wholesale purchasing site on which domestic manufacturers transact with businesses such as retailers and service providers. Approximately 2 million products are listed across a wide range of categories—centered on apparel and general goods and extending to furniture, home appliances, and food—and the site functions as a venue for new matching and expanded transactions between more than 3,000 manufacturers and approximately 500,000 member business

establishments

RACCOON COMMERCE is now expanding its business beyond new transactions via SUPER DELIVERY into the ordering domain with existing business partners, which accounts for the majority of a manufacturer's transactions. By opening up SUPER DELIVERY's order-management and settlement platform in the form of SD Direct, the company will support the digital transformation (DX) of manufacturers' entire wholesale operations.

■ About the Order-Taking DX Service "SD Direct"

SD Direct is a service for companies exhibiting on SUPER DELIVERY that lets them migrate existing transactions currently handled by analog methods onto SUPER DELIVERY and centralize all of their order management.

[Key Features of the Service]

(1) No membership screening required; transactions can begin as early as the same day

Ordinary use of SUPER DELIVERY requires membership screening of the business partner; with SD Direct, however, no membership screening is required. The exhibiting company issues an account on behalf of its business partner, and the partner can begin using the service as early as the same day simply by setting a password.

(2) Shift to Web-based ordering while keeping existing terms unchanged

Because SD Direct enables the exhibiting company to bill its business-partner members directly, the transition to Web-based ordering is smooth and requires no change to existing billing methods, enabling the digitalization of ordering while maintaining existing trade practices. Business-partner members may also optionally choose Paid (deferred payment) or credit-card settlement.

(3) Zero yen for both transaction fees and settlement fees*

Transaction fees and settlement fees on orders placed through SD Direct are zero yen (*when in-house billing is selected). This allows exhibiting companies to advance the DX of their existing transactions with no new cost burden.

(4) Enhanced convenience that benefits business partners as well

Business-partner members can place orders anytime, around the clock, from a PC or smartphone, and also gain real-time stock visibility, instant access to the latest product information, and order-history management, all of which streamline their purchasing operations. The prior survey also identified the workload associated with inquiries as a significant challenge for both manufacturers and their business partners, and SD Direct helps to ease that burden.

■ Future Monetization and Outlook

When a business-partner member registered through SD Direct transacts with other exhibiting companies, the standard transaction fees apply. RACCOON COMMERCE also expects synergies in customer acquisition and in promoting the use of Paid

SD Direct will begin with the provision of an order-management and settlement platform and will continue to expand its functionality thereafter to support further gains in operational efficiency.

In the business-to-business (BtoB) market, new matching accounts for only a small fraction of overall transactions. RACCOON COMMERCE will extend its scope to the ongoing market for existing transactions as well, supporting the sustainable growth of small and mid-sized enterprises as the infrastructure that digitalizes wholesale operations in their entirety.

■ Reference

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

A wholesale purchasing site on which manufacturers transact with businesses such as retailers and service providers. More than 2 million products are listed. For manufacturers, it serves as a powerful tool for expanding sales channels to 500,000 store locations across regions; for retailers, it enables transactions over the Internet

with more than 3,000 exhibiting companies, allowing them to significantly broaden their supplier base. It also realizes efficient transactions by eliminating cost, effort, and risk. Winner of the Minister of State for Regional Revitalization Award at the 1st NIHON SERVICE AWARD. (All figures are as of the end of April 2026.)



RACCOON COMMERCE, Inc.

Representative: Takeshi Wakui, President & Representative Director

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

Established: November 2018

Capital: 300,000 thousand yen

Stockholder: Raccoon Holdings, Inc. 100%

Listed on the Tokyo Stock Exchange Prime Market,

Securities Code: 3031

U R L : <https://www.raccoon.ne.jp/commerce>

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