



YAMATO TRANSPORT (S) PTE. LTD.

Blk511, Kampong Bahru Road #04-01 Keppel Distripark Singapore 099447

TEL : 6278 3058 FAX : 6275 8159

Co.Reg.No : 200917434D GST.Reg.No : 200917434D

MEDIA RELEASE

Yamato brings Japan's No. 1 *TA-Q-BIN* express door-to-door delivery services to Singapore

Unprecedented service options set to revolutionise Singapore's delivery service sector

Singapore, 8 January 2010 – Yamato Transport (S) Pte Ltd, a subsidiary of leading logistics provider Yamato Holdings Co., Ltd's regional headquarters, Yamato Asia Pte Ltd, today launched *TA-Q-BIN*, its unique range of express door-to-door small parcel delivery services in Singapore. The launch marked *TA-Q-BIN*'s first independent domestic operation outside Japan.

The launch held in the evening was graced by Mr Makoto Yamanaka, Ambassador of Japan in Singapore, Mr Kaoru Seto, Representative Director, President and Executive Director of Yamato Holdings Co., Ltd, Mr Makoto Kigawa, Representative Director and President of Yamato Transport Co., Ltd, Director and Executive Officer of Yamato Holdings Co., Ltd and Mr Naoki Toda, Managing Director of Yamato Transport (S) Pte Ltd.

Mr Kaoru Seto, President and Representative Director of Yamato Holdings Co., Ltd, Japan commented on Yamato's strategic decision to launch *TA-Q-BIN* in Singapore, "Yamato recognises Asia's growth potential and the growing demand for high quality delivery services in the region. We see Singapore as a strategic location to launch our innovative *TA-Q-BIN* service in the region, as Singapore offers a pro-business environment and sophisticated consumer base that is representative of Asia's affluent customers."

"We are proud to be Yamato Transport's strategic partner in introducing innovative and environmentally friendly delivery services to Singapore and the region. This announcement attests to Singapore's strengths as a choice location for companies to develop unique supply chain solutions that will enhance customer service standards in Singapore and Asia's growing markets," said Mr Tan Choon Shian, Deputy Managing Director, Singapore Economic Development Board.

Three Service Options to Suit Different Needs

Anchoring the service of its Singapore operations will be the standard express door-to-door delivery service which Mr Seto projected to be heavily utilised among businesses. In addition, Yamato will also be launching its *Cool TA-Q-BIN*, a chilled and frozen refrigerated delivery service that allows users to send perishable items such as seafood and ice-cream.



YAMATO TRANSPORT(S) PTE. LTD.

Blk511, Kampong Bahru Road #04-01 Keppel Distripark Singapore 099447

TEL : 6278 3058 FAX : 6275 8159

Co.Reg.No : 200917434D GST.Reg.No : 200917434D

“The *Cool TA-Q-BIN* service opens up new delivery possibilities for both businesses and consumers. In Japan, many seafood suppliers use our service to deliver their freshest produce to both restaurants and households,” said Mr Naoki Toda, Managing Director of Yamato Transport (S) Pte Ltd

The other unique service is a payment settlement service called *TA-Q-BIN Collect* that allows online and retail businesses to tap into *TA-Q-BIN's* island-wide network to deliver their goods to and collect payment from the customers.

Unique Modus Operandi

Singapore is segmented into five districts which operate autonomously. Districts are managed by district branches located at Ang Mo Kio, Pasir Panjang, Ubi, Penjuru and Anson Road to cater to the respective areas. Parcels are picked up by sales drivers from respective districts, sorted according to delivery destinations and transported from one district branch to another before they reach the recipients.

This district model promises to reap environmental benefits by reducing carbon footprint. Conventional delivery models have a single service staff pick-up and deliver parcels to varied destinations, giving rise to fuel wastage and increased carbon emissions.

All *TA-Q-BIN* deliveries are available daily from 8.00am to 10.00pm and are supported by a real-time online tracking system that provides delivery status updates in 15-minute intervals. *TA-Q-BIN's* specially-trained sales drivers are also ready to redeliver items for free at the recipients' desired time-zone.

Projection for Singapore's Market

10 million domestic deliveries are made in Singapore each year and the number is expected to rise with new demand created by *TA-Q-BIN's* unique service options.

Mr Seto said, “Yamato aims to achieve an annual delivery volume of 400,000 parcels in the first year of *TA-Q-BIN's* operation in Singapore and hopes to increase the number to 8 million parcels in the next 10 years.”

Beyond Singapore, Yamato revealed that plans are in the pipeline for the transport and logistics giant to establish operations for its *TA-Q-BIN* service in other parts of Asia, starting with Shanghai, China in 2010.

Commenting on *TA-Q-BIN's* future plans in Asia, Mr Toda added, “Yamato believes that service excellence stems from in-depth understanding of our customers' needs and wants. To maintain our high service standards across Asia, it is essential for us to localise *TA-Q-BIN's* service



YAMATO TRANSPORT (S) PTE. LTD.

Blk511, Kampong Bahru Road #04-01 Keppel Distripark Singapore 099447

TEL : 6278 3058 FAX : 6275 8159

Co.Reg.No : 200917434D GST.Reg.No : 200917434D

strategy to cater to each country's demands. So, you can expect us to deliver durian ice-cream cakes door-to-door."

- End -

About Yamato Transport (S) Pte Ltd

Yamato Transport (S) Pte Ltd is a subsidiary of Yamato Asia Pte Ltd, the regional headquarters for leading logistics and transportation service provider Yamato Holdings Co., Ltd (Yamato). Based in Tokyo, Japan, Yamato Holdings Co., Ltd oversees a comprehensive range of services which includes express door-to-door small parcel delivery, ocean and air freight, warehousing and relocation services.

Pioneered in 1976 by Yamato, *TA-Q-BIN* is Japan's No.1 express door-to-door small parcel delivery service. In 2008, *TA-Q-BIN* made a record-breaking 1.2 billion deliveries in Japan, reinforcing its reputation for speed, convenience and reliability.

Yamato Transport (S) Pte Ltd is *TA-Q-BIN*'s first independent overseas operation.

For more information on Yamato *TA-Q-BIN*, please visit www.ta-q-bin.com.sg or call their toll free hotline at 1800-2255-888.

For media enquiries, please contact the following:

Winnie Tan
Bang Public Relations Pte Ltd
DID: 6372 3568
Mobile: 9008 7508
Email: winnie@bang.com.sg

Joanna Lee
Bang Public Relations Pte Ltd
DID: 6372 3562
Mobile: 9295 5123
Email: joanna@bang.com.sg