

## FOR IMMEDIATE RELEASE

MITSUI-SOKO HOLDINGS Co., Ltd.

# Website Renewal and Group Brand Movie Produced and Released

*Strengthening content development with an awareness of the "value creation process" and the "Group Philosophy"*

We are pleased to announce that our website has been partially renewed and a Group brand movie titled *Empower society, encourage progress* has been produced and released.

- ▷ Our renewed website is [here](#).
- ▷ Group brand movie *Empower society, encourage progress* is [here](#).  
(You will be redirected to [the official YouTube channel of the MITSUI-SOKO Group](#).)

▷ Renewed Website



▷ Group Brand Movie



### [About the renewal of the website]

In recent years, due to certain changes, companies are required to comply with various frameworks and rules in their information disclosure. It is imperative to strengthen efforts to enhance the disclosure of information for stakeholders and ESG assessment organizations. In response to these challenges, we have renewed our website with the aim of evolving it into a tool that will help the Group to be selected by the market and society continuously and form the understanding and empathy of all our stakeholders.

The main points of the renewal are as follows.

- ① Review of site structure and content development with an awareness of the value creation process
- ② Expansion of the disclosure of information for investors
- ③ Enhancement of the disclosure of information for ESG assessment organizations

In addition to these improvements, we were conscious of improving usability and structuring content with expressions that lead to a more graphical and intuitive understanding.

### [About the Group brand movie *Empower society, encourage progress*]

This Group brand movie was created as a Group PR video, which is different from those already released on [the Group's official YouTube channel](#).

The primary goal is to help a wide range of people, not only those who directly use our services, to understand our aims and the values that we hold dear.

It also serves as content that fosters empathy and deepens the understanding of the newly established Group Philosophy among Group employees.

The main points of this video are as follows.

- ① Expressing the unity and diversity of the Group through the symbolic use of six colors.
- ② Expressing our desire to "Empower society" through the functions provided by the Group and the portraits of society and the people who receive them.
- ③ Expressing our desire to "encourage progress" through soft "line" animation that evolves with the transition of the screen.

In addition to the above, the video, which is approximately 2.5 minutes long, depicts the pride that the Group has taken in "moving society and supporting the progress of people" over the years through the provision of logistics functions.

The MITSUI-SOKO Group is committed to solving social issues through logistics with our Purpose: Empower society, encourage progress. And we aim to continue to grow together with society by offering unchanging value via our services.

As part of our initiatives to promote understanding of our value among a wide range of people, we will further strengthen the development of a range of content with an awareness of our "value creation process" and "Group Philosophy" and evolve ourselves through efforts to respond to such understanding. The renewal of the website and the production of the Group brand movie are the first steps in this commitment.

We hope that both of these contents will help you deepen your understanding of the MITSUI-SOKO Group. Please enjoy our new universe via two channels.

- ▷ Our renewed website is [here](#).
- ▷ Group brand movie *Empower society, encourage progress* is [here](#).  
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