

Creation of New Innovations

The Shift from “Delivery” to “Innovating Delivery”

Innovations We Have Taken On To Date

1919 Founding of Yamato Transport Co., Ltd.



In 1919, when a total of 204 trucks existed in Japan, Yamato Transport Co., Ltd. was established in the Ginza district of Tokyo with four of those trucks. The founder Yasuomi Ogura anticipated the coming era of speed and embarked on a transportation business in an era where ox- and horse-drawn carriages and wagons were the main method of transporting freight by road.

In 1923, the Company began to accept orders and delivery goods for Mitsukoshi Gofukuten. Mitsukoshi, which had been using private automobiles and covered the majority of delivery costs, made the decision after evaluating Yamato Transport's low shipping expenses, the positive working attitude of its drivers, and its high level of trustworthiness as an organization.

1929 Launch of Japan's First Regular Route Transport Service



In 1927, Yasuomi Ogura visited London and met with a transportation company that operated a regular transport service route to regional towns and cities. This regular transport service route entailed employees making regular rounds on carriages and picking up packages directly from the doors of households that put out signs. He had the intuition that this system would meet Japan's demand for small-lot delivery and change transportation. Accordingly, he decided to create a similar network of regular transport service routes in Japan. Yamato Transport gave tobacconists, general stores, and other vendors using their service a triangular yellow flag, which features a cherry blossom and a red letter “Y,” to display prominently when they had a package to deliver. In this way, they launched a regular transport service route between Tokyo and Yokohama, which was Japan's first regular route transport service, in 1929. The network was expanded to cover the entire Kanto area at the end of 1935.

1976 The Birth of TA-Q-BIN



Masao Ogura, who became president of the Company in 1971, noticed that a widely held belief in the industry, that small-lot pickup and delivery is labor intensive and unprofitable, was untrue. Rather than making many deliveries of small packages, it was thought to be more rational and profitable to make a single large-lot delivery once. He asserted that small-lot delivery has a high unit price per kilogram and that income would increase if they handled many small-lot deliveries. Additionally, *TA-Q-BIN*, the concept of pickup and next-day delivery with a single phone call, was created on January 20, 1976, and a nationwide *TA-Q-BIN* network was completed in 1997.

Following this, the Company continued to grow by supporting the businesses of corporate clients in addition to creating the concept of *tebura bunka* leisure (literally “empty-handed culture,” or the idea of traveling without the need to carry any luggage) and a culture of ordering specialty products, to enable *TA-Q-BIN* to meet the diverse needs of customers. In recent years, Yamato has promoted the shift from “home delivery” to “individual delivery” amid changes to and the diversification of lifestyles. The Company has striven to pursue convenience for customers picking up packages, as well as those sending packages, by enabling customers to select how they receive packages, not just the time period for their delivery.



Since its founding as a delivery company in 1919, the Yamato Group has been creating services that society needs that do not yet exist. This concept, to always continue to provide even better services for customers and society, originated from our core values. We have valued this concept since our founding, and it has led *TA-Q-BIN* to success and supported our growth to the present day. Going forward, the Yamato Group will contribute to the creation of a sustainable, enriched society through its mission as a social infrastructure company by creating new delivery methods that support the next generation through new innovations.

Aiming for the Creation of New Innovations



Declaration of Structural Reform in “YAMATO NEXT100”

Delivery services help make our lives prosperous. Developing new delivery services and innovating existing ones change people's lifestyles, and even society as a whole.

Yamato is a company of innovation. As a social infrastructure provider, the Yamato Group's mission is to contribute to the creation of a prosperous society by innovating delivery services. This mission is an integral element of the Group's Corporate Philosophy.

With the recent rapid growth of the e-commerce market, delivery volumes have dramatically risen and now exceed the current capacity of the Group's delivery network. At the same time, customer needs have become increasingly diverse and Japan faces serious social issues such as a shrinking population and a decline in local communities.

Solutions to these social issues have yet to be found, while the delivery services of the future, which will serve as a foundation in the next era, require further innovation.

In light of this situation, the Yamato Group will strive to innovate its delivery services and contribute to the realization of a sustainable and prosperous society going forward.

Social Value

Creating new methods for transport and delivery that have never existed before



Evolving from a “Delivery Business” to a “Delivery Innovation Business”

As a social infrastructure provider and the pioneer of the *TA-Q-BIN* service, the Yamato Group's mission is to create a sustainable and prosperous society through innovative delivery services. By optimizing our delivery methods and working as a united group, we will transform ourselves into the Yamato of tomorrow.