



Society

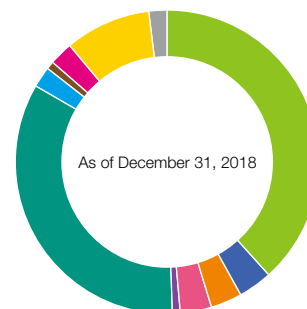
## Promotion of CSV in Cooperation with Local Communities

The Yamato Group aims to become the “company most loved and trusted by society.” Based on the concept of Creating Shared Value (CSV), which involves realizing both economic and social value as a company while addressing the needs of customers and local communities, the Group is collaborating with local governments in such efforts as supporting watch-over services for the elderly, promoting tourism, and helping expand sales channels for local products.

Number of Project G Solutions: **953** (As of December 31, 2018)

### Breakdown of the 373 Project Agreements with Local Governments

Watch-over support	143	Hometown tax payments	9
Shopping support services	14	Environmental conservation	3
Product support services	12	Combined passenger-cargo operations using buses	9
Tourism promotion support	13	Comprehensive support	34
Event support	3	Other	7
Disaster relief support	126		



### Providing Day-To-Day Support Utilizing Locations in the Community

Amid the declining birthrate and aging population, the population in Japan is centralizing in certain urban areas while thinning out in regional communities. In such communities, it is anticipated that community members will face various lifestyle-related issues going forward due to the rapid progression of the aging population. On April 28, 2016, the Yamato Group launched the lifestyle support service *Nekosapo* with the aim of enriching the lives of people living in Tokyo's Tama New Town area.

At *Nekosapo* Stations, which have been set up within housing complexes, we communicate local information and hold exchange events in an effort to revitalize the community. In addition, we are collaborating with the local government and private companies to offer a wide range of lifestyle-related services, including taking care of housework and shopping needs on behalf of local community members. We also offer a consolidated delivery service that includes delivering parcels of other providers so that residents can receive all their parcels at the same time.

To ensure that our efforts to invigorate the community around Tama New Town become a prototype for urban revitalization in the future, we will work in collaboration with the Urban Renaissance Agency, the city of Tama, and members of local communities to promote new efforts going forward.

### Pursuing Initiatives for Combined Passenger-Cargo Operations

Yamato Transport is collaborating with local governments and bus and railway companies to promote combined passenger-cargo operations, which involve moving passengers and parcels at the same time. By doing so, Yamato is helping to maintain bus and railway networks in hilly and mountainous areas where the population is substantially declining and aging, and improve lifestyle-related services for local community members through more-efficient logistics.

### Merits of Combined Passenger-Cargo Operations

#### Regional Customers

For regional customers, combined passenger-cargo operations help maintain and stabilize public transportation in underpopulated

areas, allowing access to various public facilities such as hospitals and supermarkets. In this way, combined passenger-cargo operations help reinforce lifestyle support services in these areas. These operations also increase the amount of time our sales drivers spend in local communities, thereby further enhancing the convenience of our *TA-Q-BIN* services in such ways as enabling customers to extend parcel pickup deadlines. Furthermore, combined passenger-cargo operations help improve traffic safety and benefit the environment by reducing the number of vehicles driven in local communities.

#### Bus and Railway Companies

By transporting *TA-Q-BIN* in areas not occupied by passengers, bus and railway operators can improve productivity and secure new sources of revenue to help maintain routes.

#### Promoting “Hands-Free Travel” through Japan’s First Tourism-Oriented Combined Passenger-Cargo Operations

Beppu City in Oita Prefecture is widely known among Japanese and overseas visitors alike as being home to one of the highest number of hot springs in Japan, making it a highly visited tourist spot. However, due to a lack of coin lockers for storing luggage, among other circumstances, tourists have had trouble moving around the city as they often have to carry their luggage with them.



To resolve this issue, Yamato Transport collaborated with Oita Transportation Co., Ltd. and Oita Air Terminal Co., Ltd. to commence Japan's first tourism-oriented combined passenger-cargo operations in April 2018. By transporting luggage from Oita Airport to Yamato Transport's Oita base using an airport limousine bus, luggage can be delivered to hotel facilities throughout Beppu City and the central area of Oita City on the day of arrival, allowing tourists to move around freely without any luggage soon after they arrive.

Going forward, these three companies will look at extending luggage receipt times and expanding the coverage area, thereby further enhancing this service and revitalizing local communities.

▶ Please visit Yamato Transport's corporate website for specific examples of its ongoing initiatives.  
<http://www.kuronekoyamato.co.jp/yt/government/> (in Japanese only)