

New Business Alliance

- Collaboration with Sucedachi, Inc. -

Tokyo, April 2, 2019 - Koki Holdings Co., Ltd. (President & CEO: Atsushi Morisawa) announces that it has agreed to collaborate on initiatives with Sucedachi, Inc. (hereinafter referred to as “Sucedachi”), which is seeking to design a platform to support everyone who works in the construction industry.

1. About Sucedachi

Sucedachi operates an all-in-one smartphone app that coordinates support for the issuance and receipt of work orders, handling of damage and theft insurance for unexpected incidents at worksites, support for procurement of tools and materials, and other related operations. It also has its own original card payment function (Sucedachi Card) through partnerships with major finance companies.

Sucedachi runs TV commercials featuring comic entertainers. Their app has accumulated 50,000 users in roughly one year since its launch.

2. Reason for the alliance

Registered app users declare what job category they belong to out of 74 possible types including carpentry, electrical work, and demolition. Roughly 70% of the users work in job categories with high likelihood to be using power tools. Since there are hardly any platforms to be found in the power tools industry with the efficient targeting and multitude of parameters offered by their app, Koki Holdings stepped forward as the first power tool manufacturer to team up with Sucedachi.

It is planned to implement initiatives, such as sending advertisements to Sucedachi’s users who are expected to continue growing in number, as well as enclosing leaflets with Sucedachi Card issuances and bills, and promoting products at the large events they hold which are geared toward craftsmen. This will make it possible for Koki Holdings to engage in efforts that link directly to sales. Creating more direct contact points with end users had been a continuing problem for Koki Holdings, but these can



Illustration of an advertisement in the Sucedachi app.

be obtained efficiently through Sokedachi, making it possible to regularly hear the direct opinions of customers and quickly reflect them in business operations.

This promises to develop into a beneficial partnership that helps both companies achieve mutual growth.

3. Comments from the Presidents

(1) Koki Holdings Co., Ltd. President & CEO: Atsushi Morisawa

I am very happy to be able to form an alliance with Sokedachi, a pioneering company in the realm of smartphone apps. This alliance will give us a variety of contact points with end users. We create THE BEST for our customers and evolve into a company that answers their passion and trust.

(2) Sokedachi, Inc. President & CEO: Yoichi Wagatsuma

We develop and operate the Sokedachi app that matches workplaces with workers simply by entering their job type and residence location by smartphone, and we also provide payment services through Sokedachi Pay and the Sokedachi Card. I look forward to accelerating business and building a superior partnership through mutual collaboration with Koki Holdings.

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<Reference Info>

About Sokedachi, Inc.

Sokedachi, Inc. operates the Sokedachi app that matches construction site with workers simply by entering their job type and residence location by smartphone. Sokedachi app enables contractee to offer jobs to the best matched workers by specifying the detail criteria site by site when place an order. Sokedachi Pay enables workers to apply and receive the payment for the job 24 hours a day, every day when workers finish the job of the day. No tangled paperwork is required. All the procedure from application to receipt of the payment will be completed on the app easily.

Company name	Sokedachi, Inc.
Representative	President & CEO, Yoichi Wagatsuma
Address	2-17 Nanpeidai, Shibuya, Tokyo
Founded	March 30, 2017
Capital	579.8 million yen (include capital reserve)
Description of business	Planning, and operation of internet-based services
URL:	https://suke-dachi.jp/
Contact	PIC: Kuwayama Email: m.kuwayama@suke-dachi.jp

About Koki Holdings Co., Ltd.

Koki Holdings Co., Ltd. is one of the leading power tool and life science equipment manufacturers in Japan. Those products include power tools such as drivers and drills, garden tools such as brush cutters and hedge trimmers, electrical appliances such as cleaners and high-pressure washers, and ultra-centrifuge. Koki Holdings' world-class advanced technologies have produced reliable and innovative products throughout its celebrated seventy-year history. An extensive sales and service network underpins our superb reliability, with a sales network reaching into all of Japan's prefectures and over ninety-five countries throughout Europe, the Americas, Asia, Oceania, the Middle East, and Africa

Founded	December 18, 1948
Capital	17.8 billion yen*
Annual revenue	191.2 billion yen (consolidated in fiscal 2017)
Employees	6,446 (consolidated)*

*As of March 31, 2018

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