

【New Store OPEN】

The new store "MISAKA" of Satoyu, a Singaporean long-established fruit company, opened at CIMB Plaza in Singapore!

Focusing on flexible product development and communications to meet the customers` needs, by targeting the demand for lunch!

Minaminihon Total Logistics Service Inc. (CEO Keiichiro Ozono, Head Office: Tokyo, hereinafter referred to as "Minaminihon Total Logistics Service") has announced that it will open a new store in Singapore on July 1, this year, which will be directly managed by Satoyu Trading Pte. Ltd. (CEO Keiichiro Ozono, Head Office: Wholesale Centre, Singapore, hereinafter referred to as "Satoyu"), a wholesaler of fruits in Singapore. The store name "MISAKA" represents the initials of Minaminihon, Satoyu, and fruits.

The Satoyu company has operated fruit retail stores in the past, however, this new store will be the first one opened since Minaminihon acquired the company's shares and merged it into a subsidiary of Minaminihon in October 2023. The store name and logo will be renewed for the opening, and the new store will be positioned as a model for future openings of multiple stores.

The new directly managed store has three main concepts:

- *The "FRESH" sales floor* is provided by a long-established fruit wholesaler.
- *The image of the store is Japanese-style* with a focus on safety, security, and a clean environment.
- In addition, a *Freshness Preservation System* ("DENBA system") will be installed on in-store fixtures.

The store is scheduled to open at Raffle Place CIMB Plaza, located in the central area of southern Singapore. The neighborhood is a business district, and the store will feature a flexible product display to meet the changing customers` needs at different times of the day. Specifically, from 11:00 to 13:00, the store will offer avocado juices and fruit salads to meet health-conscious customers' needs for lunch. And from 16:00 onward, it will offer a variety of items such as cut fruits for gifts to take home and fruit and vegetable juices for children. The company will also focus on promotions using the free messaging tool "WhatsApp" to provide more information to customers.

The Satoyu company has been developing a three-pillar marketing strategy for its

business operations since last year. These three pillars are: (1) strengthening the existing business (wholesale of fruits), (2) developing a multi-store business (opening new directly managed stores), and (3) strengthening the export business (expanding export commercial distribution to neighboring countries). The opening of the new directly managed store is a practical measure for the second pillar - the development of the multi-store business.

The Minaminihon Group is building an overseas business foundation and expanding into ASEAN and neighboring countries by adding the Satoyu company, a Singaporean fruit wholesaler, to the Group as part of its "Overseas Business Expansion: ASEAN Business Strategy" outlined in its medium-term management plan. The company policy of "Delivering the best tasting products to our customers" is the underlying principle of the company's business. The freshness preservation of products using the "DENBA system" is one of the company's efforts to improve product quality, and we will continue to be the company of choice for our customers.

Store Information

Store name: MISAKA

Location: Singapore Raffle Place CIMB Plaza B1

Minaminihon was established in 1975. As an expert in food transportation, the company focuses especially on chilled and frozen cold transportation. Also, in the next-generation cold chain using "DENBA DISS" freshness preservation equipment, the company contributes to solving the food loss problem, which is a social issue, and supports its clients' efforts for SDGs.

DENBA DISS Inc. (CEO Keiichiro Ozono, Head Office: Saitama Prefecture) is a joint venture between **DENBA JAPAN CORPORATION** (CEO Nishitaka Goto, Head Office: Tokyo), a developer of the freshness preservation device "DENBA", and **Minaminihon**. It is a solution company with a corporate mission of "Temperature Control + Freshness Control" = "Building and Operating a Next-Generation Cold Chain".

Satoyu, established in 1987, is the exclusive importer and distributor of Dole's bananas, papayas, pineapples, avocados, and other products. The company is known as the first importer of Malaysian bananas to Singapore and an expert in banana ripening technology. In October 2023, Satoyu became a group company of Minaminihon and began a new chapter in its history.