

April 20, 2021

Sojitz Corporation

Sojitz and Aisin Corporation begin Bento Box Delivery and monitoring service for Seniors
 –contributing to the revitalization of local communities through the Choisoko service–

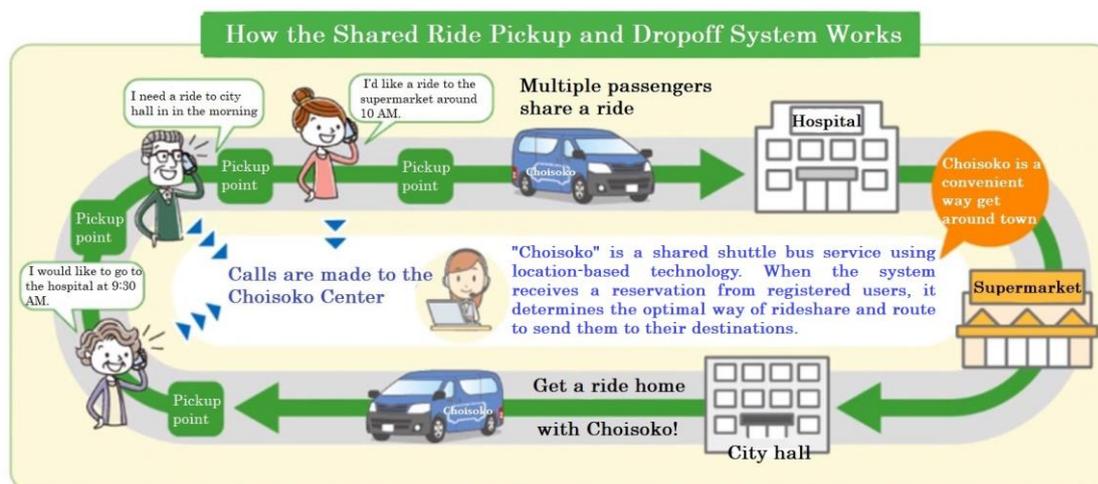
Sojitz Corporation (“Sojitz”) and Aisin Corporation (“Aisin”) have begun offering a bento box delivery and monitoring support service (“this service”) targeted to senior citizens living in Ryuo, Gamo District, Shiga Prefecture from April 1st, 2021.

[Background and Development]

In November 2020, Sojitz and Aisin concluded a business tie-up, becoming official partners through an alliance for collaboration on Aisin’s on-demand bus service, Choisoko, which operates throughout Japan.

By combining the mobility technology and extensive know-how Aisin has acquired over the years along with Sojitz’s expertise and networks, the two companies will enhance the Choisoko service to one that not only supports mobility for people, but also transports goods as part of a new food delivery service, diversifying Choisoko’s service offerings with the aim of realizing widespread expansion.

What is Choisoko?



[Outline of the Choisoko service operated by Sojitz and Aisin]

[Overview of the Service]

This service utilizes the Choisoko delivery system, which was jointly developed through collaboration between Sojitz and Aisin and builds on the original Choisoko system, to meet user needs through efficient delivery of bento boxes within users' desired delivery time frames.

This service will be introduced at senior day service center in Saga Prefecture. While senior day services and bento box distribution services have previously been provided, due to the aging society there is an increased need for meal delivery to elderly individuals living alone in recent years. As a result, demand has outpaced supply and there is an urgent need to expand delivery of meal distribution and monitoring services.

In order to provide a solution, Sojitz and Aisin will offer increased food delivery and monitoring support services through Choisoko Delivery, which is based on the concept of efficient delivery of goods, in order to contribute to the regional community.

Sojitz will accumulate logistics data through this service in order to expand this logistics business into other regions and related business areas. Going forward, Sojitz will continue to provide new business solutions for transporting people and goods based on new and innovative ideas that contribute to the development of convenient, livable towns. In addition, Sojitz sees this as an opportunity to further improve this service in Ryuo as a model for future expansion to other regions experiencing similar needs.

[Related Information]

[Company Overview – Aisin Corporation]

Established	June 1 st , 1949
Capitalization	JPY 45 billion
Head Office	2-1 Asahi-machi, Kariya, Aichi
Representative Director	Kiyotaka Ise President
Main Business	Manufacture and sale of automotive parts (powertrains, driving safety, auto bodies, information and electronics) and energy- and lifestyle-related products

[Related Releases on other Ridesharing Businesses]

- “Sojitz Invests in India’s Mobile App-Based Bus Booking Service.” Sojitz Corp. Press Release, 27 Feb. 2020.
<https://www.sojitz.com/en/news/2020/02/20200227-02.php>
- “Sojitz and OpenStreet Collaborate on Next Generation Micro-Mobility Bike-Share Business.” Sojitz Corp. Press Release, 21 Oct. 2020.
<https://www.sojitz.com/en/news/2020/10/20201021.php>

[For questions regarding this press release, contact:]

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