

Press Release

May 7, 2025

MITSUI-SOKO HOLDINGS Co., Ltd.

MITSUI-SOKO Group Unveils Impressive Transportation Advertising Campaign in Tokyo and Osaka Featuring the Inspiring Catchphrase “ONE TEAM, FULL SPEC.”

MITSUI-SOKO HOLDINGS Co., Ltd. (Head Office: Chuo-ku, Tokyo; President and CEO: Hirobumi Koga; hereinafter, “we”) is excited to announce that, effective today, May 7, 2025, we launch a new transportation advertising campaign (hereinafter, the “Campaign”) featuring the catchphrase “ONE TEAM, FULL SPEC.” This initiative symbolizes our commitment to unlocking new possibilities in logistics and enhancing its value by harnessing the collective strength of diverse companies, individuals, and cultures through the integration and relocation of the head offices of the MITSUI-SOKO Group (hereinafter, the “Group”) in the Tokyo area. The Campaign is being showcased at Tokyo Metro Suitengumae Station, the closest station to our new headquarters, MSH Nihonbashi Hakozaki Building, in addition to JR Tokyo Station and JR Shin-Osaka Station.

Background

The head offices of the Group companies in the Tokyo area have now been consolidated into our new headquarters, MSH Nihonbashi Hakozaki Building. We view this as a pivotal moment for the next phase of transformation and a set of challenges for the Group. This vision has inspired the Campaign, aimed at introducing the Group to a wider audience as we embark on this exciting new journey.

Concept

The Group has been at the forefront of keeping society moving and driving progress through logistics for over 115 years since its founding in 1909. The Campaign’s catchphrase, “ONE TEAM, FULL SPEC.,” encapsulates its dedication to further integrating the diverse logistics functions and cultures of the Group companies. We aim to optimize the full spectrum of logistics capabilities that we have developed across land, sea, and air, while striving to unlock new possibilities and enhance the value of logistics.

Campaign Locations

Tokyo Metro:

Suitengumae Station (Hanzomon Line) - located outside the ticket gate toward Tokyo City Air Terminal (near the moving walkway)

JR Tokai:

Tokyo Station (Shinkansen) - located at the Yaesu South Concourse inside the ticket gate (Yaesu South Transfer Gate to the platform elevator area)

Press Release

JR Tokai:

Shin-Osaka Station (Shinkansen) - located inside the ticket gate concourse (near the waiting room)

Campaign Start Date

May 7, 2025

Guided by the Group philosophy of “Empower society, encourage progress,” we will continue to operate as a unified entity to create new value in logistics, serving as a comprehensive partner that connects the flow of products.

###

For inquiries regarding this press release:

MITSUI-SOKO HOLDINGS Co., Ltd.

Strategic Planning Division

Public Relations Team

Email: kouhou@mitsui-soko.co.jp