To Become a Company That Grows by Utilizing Intellectual Assets as Management Resources

**Mission**

Visualize the LOGISTEED Group's intellectual capital and utilize it for business model planning and sales strategy to promote collaboration and innovation

**Aims for Sustainable Corporate Growth Under the New Brand**

"LOGISTEED", which we have used as a business concept since 2018, represents our determination to lead businesses to a new domain beyond the conventional logistics. Following the change of the corporate name in April 2021, the Group, including overseas subsidiaries, changed to the LOGISTEED brand. We will protect our brand logos of "ロジスティッド", "LOGISTEED", and "智志田” as well as the stripe mark and promote initiatives that contribute to increasing our brand value for the sustainable growth of the Group.

**Intellectual Property Management System**

Based on the belief that intellectual property is an important management resource, the Group has established the Intellectual Property Management Committee as a decision-making body on intellectual property strategy/management, which supervises and manages intellectual property and intangible assets within the Group in a cross-organizational manner. We also protect new service solutions and business models by acquiring industrial property rights including patents in general, and promote game-changing strategies for data acquired during the course of our logistics activities and the accumulated on-site expertise by considering how to use, protect, and add greater value to them. In terms of intellectual property of third parties, we ensure to appropriately handle and protect them in accordance with laws and regulations as well as agreements in general and strive to act with integrity and fairness.

**Intellectual Property Management that Visualizes "Knowledge" and Explores the Next Strategy**

The source of the Group’s ‘knowledge’ is none other than “human resources” that support the logistics sites. We discover intellectual property such as expertise and inventions created from the promotion of DX and improvement activities based on originating from the site, and use them for business model planning and sales strategies. Also, we are building a system to support sustainable growth by clarifying the positioning of intellectual property in relation to the business and management strategy, while sharing the recognition throughout the Group that inventors themselves are the source of our business growth. Data and information acquired during the course of our logistics and transport operations indicates social activities, and analyzing such data allows us to forecast the next trend of social activities. In addition, as we consider such data as an important intellectual asset, we are working to realize advanced Smart Logistics by promoting DX and proposing measures to minimize risks and costs to customers.

Although the Company was delisted following a series of capital policies, with an eye on relisting and installing a sustainable value creation process, we are enhancing governance while maintaining the intellectual property and intangible asset management system.

**Build value creation story**

1. Get an overview of the current situation and share future view with management and business managers
2. Persuasively explain the logic/story of sustainable value creation and cash flow creation through intellectual property and intangible assets that give us an advantage

**Example of initiative ①**

**Global development of Smart Logistics**

**Smart Logistics Configurator (SLC)**

This tool quantitatively proposes an optimal plan in a short time from a vast number of combinations of warehouse placement plans and warehouse design parameters by simulating the process flow in procurement/manufacturing/delivery/sales. We evaluate simulations in India, Thailand, North America, and Europe in addition to Japan, and use the results when considering the reorganization of logistics sites. We acquired patents on this technology in Japan, the U.S., China, and Singapore to support the Smart Logistics technology with intellectual property (IP), and are promoting initiatives to support our customers’ global development in a rapidly changing environment.

**Example of initiative ②**

**SSCV IP mix strategy**

**Smart & Safety Connected Vehicle (SSCV)** is a digital platform that evolves transport business through technologies and open collaborative innovation. We will solve various issues with services based on the idea originated from “Gembra” that only a logistics company can provide and pass transport business and society onto a better future. SSCV is based on three concepts of Smart, Safety, and Vehicle, and we filed its patent applications in each field and are working to develop its services by accelerating innovation and collaboration. We assigned a concept color and created a logo for each service for the purpose of consistent brand development, and we are developing the business with an aim to increase the overall brand value of the SSCV.

**Toward the Group’s Vision “LOGISTEED2030”**

Under the Mid-term Management Plan, we are promoting patent application and acquisition of rights that will improve business resilience. In the warehousing business, we filed an application for patents related to Smart Logistics, such as the digital twin technology that simulates the work progress and optimizes the work in the physical world in real time. In the transport business, we are enhancing our patent portfolio in accordance with service expansion including the core patents of the SSCV-Safety’s fatigue analysis technologies. To become a leading global 3PL company set forth in “LOGISTEED2030”, we will enhance protection of intellectual property through global patent applications as well as install a value creation process for the entire Group.