NEW BUSINESS MARKET AROUND WAREHOUSING AND REAL ESTATE

January 17, 2023
E-Sohko™ group
Kotaro Hayazaki

※'Sohko' means warehouse in Japanese
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① Introduction
② What is Logistics Real Estate Business
③ Human Resources as a key to this business
④ Digital Transformation and Future Outlook
⑤ Conclusion
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CEO Kotaro Hayazaki

- I was born in 1981, 41 years old
- I joined the E-Sohko-Group at 26 and established the E-Sohko.com Co., Ltd. at 29.
- 3 different companies as CEO, as well as more than 20 companies as board member.

Make your warehouse more fun! 🙌
[Our slogan]

Develop human, society and future through Logistics Real Estate Business
Our business market is much broader than financial and Real Estate Investment market.
New Logistics

This Japanese words mean

Something new in addition to traditional logistics

Logistics Real Estate Business
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Chairman of the Board of E-Sohko Group

Iwakazu Otani

- He developed this new business model based on his own business experience.
- He published a couple of books on Logistics Real Estate Business.
The differences in how you see the space

Emphasis on storage efficiency

Emphasis on rental area

Cubic meter $m^3$

Square meter $m^2$
Cultural Differences between the two industries

Conservative
You evaluate the good points

Proactive
You evaluate the lack of bad points
Differences in the Timing of payment reception between the two industries

- Warehouse-related
- Logistics processing
- Transportation cargo

Request payment afterwards

- Construction-related
- Real estate brokerage
- Building management

Request fee beforehand
BLUE OCEAN

Blue Ocean means an untapped market with no competition

Logistics companies and Real estate companies are a lot.

But the players who can do both is few.
Logistics Real Estate Business needs players who can think beyond the boundaries.

Lateral Thinking
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Why Logistics Real Estate Business has grown even under Covid-situation

【Consumer】
Demand for delivery has grown

【Producer】
Supply-chain challenges driven by Covid and the War

【Wholesaler & Retailer】
Re-acknowledging importance in keeping stocks
Utility players in Logistics Real Estate Business

Truck driver

Real estate business

Observer of rental space

Warehousing

Joined company in 2018
Utility players in Logistics Real Estate Business

- Building management
- Receptionist of rental space
- Public relations
- Forklift driver

Joined company in 2019
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Utility players use these IT tools

Sansan

Next

Teachme Biz

docomap GO
Image of using docomap
# Vietnam e-sohko

## Warehouse List

<table>
<thead>
<tr>
<th>Property No.</th>
<th>Application/ type</th>
<th>area/zones</th>
<th>area</th>
<th>rent</th>
<th>Floor Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>N3</td>
<td>仓库  工場  一般貯</td>
<td>Binh Duong A Urban Development Area</td>
<td>1000㎡~2000㎡</td>
<td>Negotiable</td>
<td>Low floor</td>
</tr>
<tr>
<td>N4</td>
<td>仓库  工場  一般貯</td>
<td>Binh Duong A Industrial Park</td>
<td>1500㎡~3744㎡</td>
<td>Negotiable</td>
<td>Low floor</td>
</tr>
<tr>
<td>N5</td>
<td>仓库  工場  一般貯</td>
<td>Binh Duong A River Port</td>
<td>500㎡~1800㎡</td>
<td>Negotiable</td>
<td>Low floor</td>
</tr>
</tbody>
</table>

### Locations

- **Ho Chi Minh City**: 2 cases
- **Binh Duong Province Area A**: 8 cases
- **Binh Duong Province Area B**: 13 cases
Japan's largest warehouse distribution facility search site e-sohko.com
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Diffusion curve of Logistics Real Estate Business

Now

Early Adopter 13.5%
Innovator 2.5%
Early Majority 34%
Late Majority 34%
Laggard 16%

DIFFUSION of INNOVATIONS Everett M. Rogers 1962
Logistics Real Estate Business is full of potential. Now is your chance to enter!