



Canon Marketing Japan Invests in 10X to Drive Retail Digital Transformation through EC Platform

Canon Marketing Japan Inc. (President & Representative Director: Masachika Adachi, hereafter "Canon MJ") has invested in 10X, Inc. (Headquarters: Chuo-ku, Tokyo, CEO: Masatake Yamoto, hereafter "10X") through Canon Marketing Japan MIRAI Fund, a corporate venture capital fund ("CVC fund"). 10X supports the digital transformation (DX) of retail businesses—starting with the e-commerce adoption of supermarkets and drugstores—through initiatives including the development of the EC platform "Stailer."



10X, Inc. is a startup committed to being a pioneer in the future of retail, addressing the structural challenges faced by the retail industry, such as the decreasing population, the labor shortage and the slow pace of the adoption of digital technology. Through its flagship product, Stailer, 10X provides comprehensive solutions that support the digitalization of supermarkets and drugstores. In addition to customer-facing apps, it offers a comprehensive suite of functions that support the backend operations of online supermarkets, including pick-and-pack and delivery management apps, order and inventory management systems and BOPIS (buy online, pick up in store or via drive-through) solutions. Beyond system implementation, 10X works closely with people implementing frontline operations to create value in terms of both the customer experience and employee workflows, thereby helping partner companies drive the growth of sales and profitability. Stailer has already been adopted by several major retailers, with the annual gross merchandise value (GMV) handled through online supermarkets reaching several tens of billions of yen. In 2024, the company achieved a GMV growth rate of 56.7%, approximately five times the market average, demonstrating its rapid expansion. With this new funding, 10X plans not only to continue to enhance Stailer, but also develop new products that will accelerate the digital transformation of the retail industry.

The Canon MJ Group explores the cutting-edge technologies and business ideas and pushes ahead with open innovation and new value creation, aiming to solve social issues by taking a future-oriented approach. The Canon Marketing Japan MIRAI Fund identifies Emerging Industries—new sectors driven by innovative technologies that address the challenges society is facing—as a key focus area for investment. While retail is an essential part of our everyday lives, there are numerous challenges that society faces in this area and its sustainability is increasingly in question. 10X, whose mission is to be a pioneer in the future of retail by creating and delivering transformative value that transcends conventional frameworks, is aligned closely with the philosophy of the Canon Marketing Japan MIRAI Fund. Through this investment, the Canon MJ Group will continue to support the resolution of social issues in the retail sector and work toward the realization of a sustainable future.

■ Overview of 10X, Inc.

Company name	10X, Inc.
Established	June 26, 2017
Location	Chuo-ku, Tokyo, Japan
Representative	Masatake Yamoto
Description of business	Supporting the digital transformation of retail companies
URL	https://10x.co.jp/