

September 19, 2014
Shobunsha Publishing Inc.

Press Release: MOU between Dianping and Shobunsha Publishing Inc.

We inform you that Shobunsha Publishing Inc. has signed MOU (Memorandum of Understanding) with Chinese company “Dianping” in relation to a cooperative market exploration for the Japanese inbound business.

Dianping was founded in Shanghai in April 2003 as the very first website worldwide providing independent consumer ratings on local services. Today Dianping is China's leading local life information and trading platform. In addition to merchant information and consumer ratings, Dianping also offers group-buying, online restaurant reservation, take-out service, e-coupon promotions, and other online to offline services. As of Q2 of 2014, Dianping had more than 130 million monthly active users, over 36 million reviews, and more than 10 million local businesses covering approximately 2,300 cities across China, and over 10 countries such as The United States, Japan, Australia, Thailand, etc.*

Our primary purpose to engage in this MOU between Dianping is to press forward with our inbound business for the Chinese travel market. Dianping accumulated a vast amount of active users and a mutual cooperation may be beneficial for us to become the dominant ‘one-stop gateway’, providing the full spectrum of information and support for the inbound traveler to Japan.

The purposes of cooperation are purely experimental and there are no plans for a joint business development at this time.

*Referenced from Dianping’s website www.dianping.com/aboutus

