

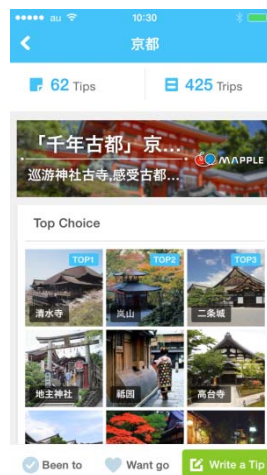
Shobunsha begins distribution of digital tourism contents to Chinese IT platforms Dianping and On the Road ~Connecting Shobunsha's superior Japanese travel content and China's growing IT population~ Now distributing recommended travel routes for Tokyo, Osaka, and Kyoto!

Shobunsha Publications, Inc.

- Shobunsha Publications, Inc. (Headquarters: Tokyo, Chiyoda-ku, Kojimachi, President & Representative Director: Shigeo Kuroda, TYO:9475) announces a new service targeting Chinese outbound tourists to Japan. This new service is a B2B business whereby Shobunsha will connect its legacy strength in superior travel information with the vast Chinese smartphone and IT population. This new service will be positioned along-side Shobunsha's proprietary smartphone application "DiGJAPAN!" which is expected to develop primarily as a B2C platform.



Dianping-Tokyo area top page



On The Road-Kyoto area top page

■ Chinese travelers play key role in Japan's growing tourism market

In 2014, the number of travelers to Japan exceeded 13.4 million people, an all time high. The growth was led by the rising numbers of Chinese travelers who have constituted the greatest number of monthly travelers per country since September 2013. It is noteworthy to mention that Chinese travelers have been the greatest consumers in Japan when compared to travelers from other countries. According to a survey conducted by the Japan Tourism Agency, Chinese travelers consumed over 560 billion yen in 2014, which is approximately 1/4 of the total amount spent by foreign travelers in Japan for the past year. Furthermore, upcoming regulatory changes in travel visas suggest a further increase in Chinese travelers to Japan in the upcoming years. For these reasons, Chinese tourists are expected to play a vital role in the Japanese travel consumption market leading up to the Tokyo Olympic Games in 2020.

■ Connecting Shobunsha's superior Japanese travel content with robust Chinese IT platforms

China boasts a growing and robust population of 600 million internet users and over 500 million mobile phone users. Various applications and travel information platforms have sprung up enabling Chinese travelers to access information and make reservations online. Japan is an aspirational and favored destination for Chinese travelers and access to attractive content is a competitive advantage for Chinese travel IT platforms to capture and retain their user base. The availability of attractive content is also expected to increase the flow of travelers to Japan. As part of Shobunsha's strategic initiative to serve tourists to Japan, we decided to enter into partnerships with various Chinese IT platforms in a B2B business connecting Shobunsha's superior travel content with China's robust IT user base. As the first step to building such a business, we hereby announce the commencement of Japanese content delivery to the Chinese IT platforms **Dianping** (dianping.com) and **On The Road** (117go.com).

●Shobunsha begins delivering tourism contents and recommended spots on Dianping and On The Road

On The Road (117go.com) is a favored Chinese SNS travel platform that specializes in F.I.T travelers, or individual travelers. To On the Road, Shobunsha began data delivery of recommended routes including “must-see” spots for Tokyo, Osaka and Kyoto, the three main popular destinations in Japan. Dianping(dianping.com) is one of China’s largest O2O (Online to Offline) IT platform with a legacy strength in dining and coupons. To Dianping, Shobunsha hosts a feature page on Tokyo. Through these platforms, Chinese tourists will enjoy ready access to Shobunsha’s contents and better organize their stay in Japan.



Dianping-Japan feature page



On The Road-Kyoto feature page

■ Our future business plans

In addition to Tokyo, Osaka and Kyoto, Shobunsha will continue to expand its coverage of tourism information tailored towards Chinese IT users. Chinese IT users have superior market knowledge of their user base, which will enable Shobunsha to focus on travel themes and content which will be most attractive to Chinese travelers. The partnerships can also provide the IT market feedback, such as number of clicks, which will enable Shobunsha to fine tune its content creation. By accumulating such knowledge, experiences, and data, Shobunsha seeks to achieve a superior position in marketing Japanese tourist, consumer, and service firms towards the rapidly growing Chinese IT market.

By exploring possibilities of distributing not only our own contents but also distributing information and news from local government and companies, we aim to realise our management strategy of “‘localisation’ and ‘globalisation.’”

● About Dianping Dianping.com (<http://www.dianping.com/>)

Dianping was established in April 2003 in Shanghai, China. It is China’s largest transaction platform for location-based food and entertainment services, and it has become an essential part of daily lives for millions of Chinese urban consumers. Through its website and mobile applications, Dianping provides local information service such as merchant listing and consumer reviews, as well as group buying, restaurant reservation and take out ordering services. As of Q2 2014, Dianping has accumulated 130 million active users across 2,300 cities. Dianping has accrued over 10 million POI and 36 million customer reviews across 10 countries such as the US, Japan, Australia and Thailand. Dianping signed an exploratory MOU (Memorandum of Understanding) with Shobunsha on 22th Sep 2014.

● About Travo On The Road (<http://www.117go.com/download>)

117Go was launched in 2011 in Shanghai China. The company is a travel diary app supporting the sharing of photos, locations, stories, among other things in a timeline. The service now has 20 million registered users, and their website has an average of 500,000+ active daily users. The company recently released Tao.117Go, a new application providing information of local activities and products in the form of travel packages. Travo signed an exploratory MOU (Memorandum of Understanding) with Shobunsha on 4th Nov 2014.