



Analyst Presentation Material

June 2nd, 2016

Main Strategies

- ① “Inbound Business” Initiatives
- ② “Mapple Link” Initiatives

“Inbound Business” Initiatives

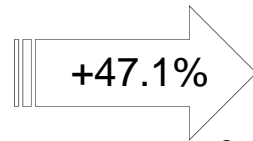
The trend of the Japan's inbound market



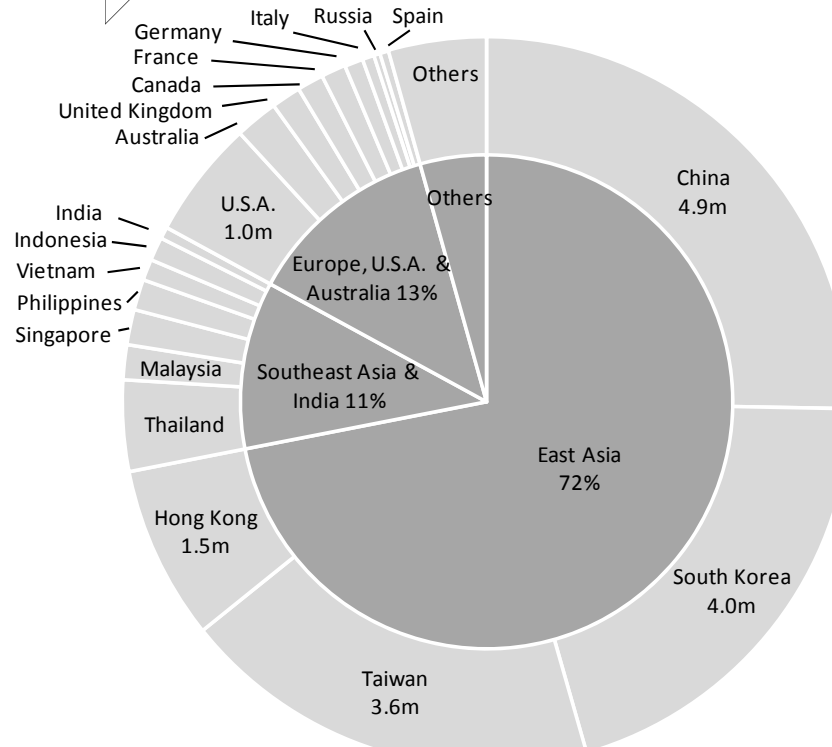
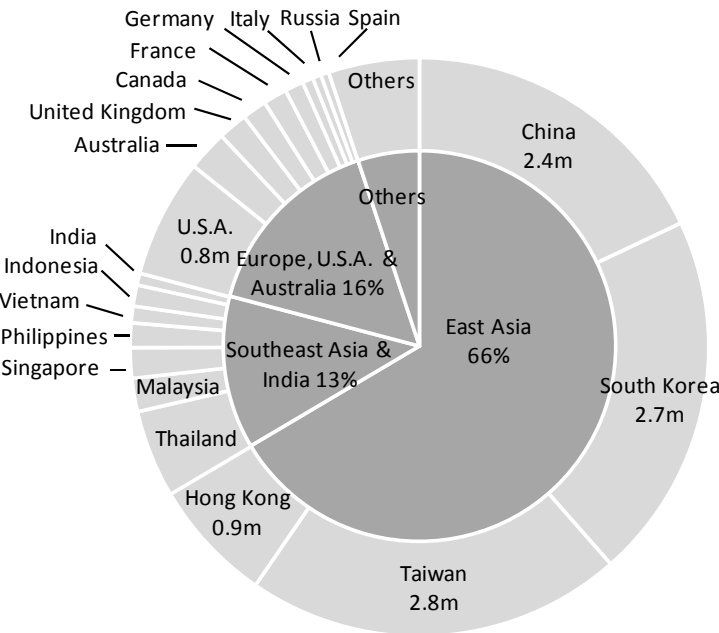
The number of inbound travelers to Japan reached almost **20 million pax** in 2015. This market is expected to continue growing.

Foreign Visitors to Japan

2014
13.4million



2015
19.7million



East Asian countries dominate **72%** of the total number.

Greater China (China/Taiwan/Hong Kong) dominates **over 50%** of the total share.

These 2 areas are positioned as important areas for Shobunsha's Inbound Business.

[Source : JAPAN NATIONAL TOURISM ORGANIZATION]

We will strengthen our driving force to push forward our inbound business along with the growth of the market.

◆ Major initiatives of FY 2016

① Media related business

Our Media



App

- Increase of functions such as an explosive shopping spree guide.
- Expansion of tie-up contents with local government and companies.

Website



Media from collaborations

- Collaboration with Wi-Fi company
- Boarding Pass in collaboration with airline company
- Multi-Language tourism guide/MAP production



Map of Kawagoe city

Tourism Guide of Shimane prefecture



② Travel related business

Accommodation reservation



Accommodation booking service with the partnership of Chinese travel agencies.

Tours targeting the wealthy



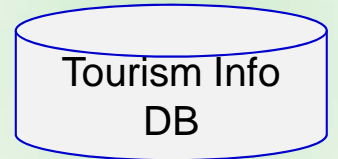
③ Content related business

Overseas Translated Publications



Released in China in addition to Taiwan

Data usage license



Growing need for contents

Our inbound related business alone has developed to raise 140 million yen in sales. We intend to accelerate further.

◆ Major initiatives of FY 2017

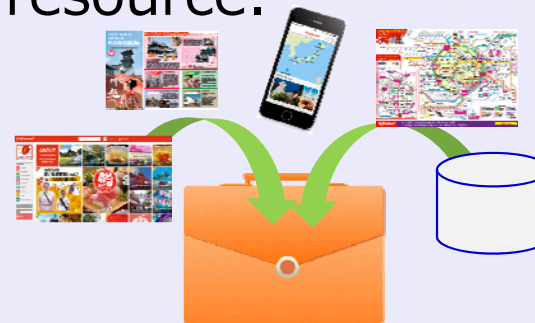
① **Strengthening of our media power**

Strengthen the functions and services of “DiGJAPAN!” in order to accelerate its growth as a media that can appeal to and reach to inbound travelers.



② **Strengthening of sales capabilities and the partnership with other companies**

We aim to strengthen our partnership with both domestic and global companies in order to provide the best inbound solution to meet the client's needs regardless of the resource.



FY2017 Sales target for inbound related businesses = 400 million Yen

Initiatives of “Mapple Link”

Initiatives of Mapple Link



More and more people are becoming familiar with using the Smart phone along with the guidebook. This app is a must-have!

◆ Main advantages of Mapple Link

① Mapple Link is a free digital book

② The tourist information can be shared by e-mail or LINE

③ Full of special discounts for the users !



◆ Initiatives of FY 2016

-Addition of a new function that links with the articles within the guidebook utilizing the advantages of digital media.

-Addition of the "Leisure info registration" function that provides information based on the user's attribute and traveling period.

Total DL count **4.8 million**

Average monthly users **150,000**

Mapple Link page: <http://www.mapple.co.jp/mapple/mapplelink/new.html>

※Figures are based on May 2016 results.

Initiatives of Mapple Link

Revolution from a guidebook supplementary app to a **Tourist Information Platform App** !

◆ Current area of usage



Purchase guidebook⇒Download the app



Total support app for all travelers

Information gathering	Planning
Transportation	Local tours

◆ Area of usage going forward



① Promote continuous use of the app after the trip

Daily Life

Hints for next trip

② Generate repeat buyers of Mapple guidebooks

Our aim is to implement highly satisfactory functions/services that the users can use not only during but after their trip.

◆ Main initiatives of FY 2017

① **The gaining of new users**

Enhance the user-friendliness of the app and boost the download rate of the guidebook users.

② **Promote continuous use of the existing users**

Structuring of a new function/service that will lead to the repeated use of the users in order for Mapple Link to grow from a single-use App to an app that the users would use repeatedly.

③ **Assertive implementation of monetization models**

As a “tourism platform” incorporate a multiple of revenue models.
Ex) Service cooperation for tour reservation, restaurant reservation services etc.

FY2017 Target:

Total DLs
70million

Average monthly users
200,000

