

Establishment of Joint Venture “Fun Japan Communications”

Digital Marketing Business targeting Asian Market

~3 companies capital alliance: JTB, Nippon Express, Isetan Mitsukoshi HDS; and business alliance with JAL~

Fun Japan Communications (FJC) was jointly established by JTB Corporation (Head office: Shinagawa-ku, Tokyo, President & CEO: Hiroyuki Takahashi), Nippon Express Co., Ltd. (Head office: Minato-ku, Tokyo, President: Kenji Watanabe), and Isetan Mitsukoshi Holdings Ltd. (Head office: Shinjuku-ku, Tokyo, President & CEO: Hiroshi Ohnishi) to aim for growth and creation of inbound business, overseas operations and revitalization of Japan local regions.

Japan Airlines Co., Ltd. (Head office: Shinagawa-ku, Tokyo, Representative Director, President: Yoshiharu Ueki) made a business alliance with FJC to enhance services in Asia.

●Background and Purpose of Joint Venture Company Establishment

With “increase of foreign tourists visit to Japan,” “Tokyo Olympic and Paralympic 2020,” “free trade expansion, including the TPP”, business environment targeting overseas consumers has showed rapid change. FJC supports Japanese companies and local governments to overcome “expanding connections” and “building relationships” with overseas consumers: common challenges faced in inbound business, overseas business development, cross-border EC business and more..

Considering great investment burden and risk to conduct the business single handedly, utilizing “Fun! Japan” – online media with proven track record in consumer relationship building in Asian region, 4 companies decide to build cross industry business alliances: travel, retail, logistics and air line. Joint venture company is established to build more robust relationship with the Asian consumers.

By creating synergy among each company's management resources and services, FJC strives to become a bridge between Japan and Asia, and to contribute to Japan's growth.

●Fun Japan Communications Overview

Corporate name	Fun Japan Communications Co., Ltd.
Established	October 18, 2016
Head office	Minato-ku, Tokyo
Paid-in capital	1 billion Yen
Shareholders	JTB Corporation 50% Nippon Express Co., Ltd. 40% Isetan Mitsukoshi Holdings Ltd. 10%
CEO	Daisuke Fujii
Business	Internet advertising, market research and business related to both

●About Fun! Japan

Fun! Japan is online media introducing amazing things about Japan to Asian consumers. With 3.3 million Facebook fans, 330,000 website members, Fun! Japan is no.1 media introducing Japan in Asian region. Currently, Fun! Japan operates in 4 countries: Indonesia, Thailand, Malaysia, and Taiwan. Fun! Japan provides market research and promotion services for Japanese companies and local governments aiming for expansion of overseas and inbound business.



FB : <https://www.facebook.com/indonesia.funjapan/>



Website : <https://indonesia.fun-japan.jp/>

●Shareholders, Business partner Overview

< Shareholders >

Company name: JTB Corporation
Head office: JTB Bldg., 2-3-11 Higashi-Shinagawa, Shinagawa-ku, Tokyo, Japan
President & CEO: Hiroyuki Takahashi
Established: November 12, 1963 (Foundation: March 12, 1912)
Capital: 2.304 billion Yen (Authorized Capital: 3.2 billion Yen)

Company name: Nippon Express Co., Ltd.
Head office: Higashi-shimbashi 1-9-3, Minato-ku, Tokyo, Japan
President: Kenji Watanabe
Established: October 1, 1937
Paid-in Capital: 70.175 billion Yen

Company name: Isetan Mitsukoshi Holdings Ltd.
Head office: 5-16-10, Shinjuku, Shinjuku-ku, Tokyo, Japan
President & CEO: Hiroshi Ohnishi
Established: April 1, 2008
Capital: 50.285 billion Yen

< Business partner >

Company name: Japan Airlines Co., Ltd.
Head office: Nomura Real Estate Bldg., 2-4-11 Higashi-Shinagawa, Shinagawa-ku, Tokyo, Japan
Representative Director, President : Yoshiharu Ueki
Established: August 1, 1951
Capital and Paid-in Capital: 355.845 billion Yen (Amount is rounded down to the nearest million yen)

●Contact

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