

## Establishment of Joint Venture “Fun Japan Communications”

### Digital Marketing Business targeting Asian Market

### ~Three companies’ capital tie-up: JTB, Nippon Express, Isetan Mitsukoshi HDS; and business cooperation between FJC and JAL~

Fun Japan Communications (FJC), a joint venture 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) with the aim of boosting inbound business, expanding overseas business and vitalizing local economies.

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

#### ● Background and Purpose of Establishing Joint Venture

Thanks to the increase of foreign tourists visit to Japan, Tokyo Olympic and Paralympic 2020, and free trade expansion including the TPP, business environment targeting overseas consumers is expected to change drastically. With the development of inbound business, expansion of overseas business and Cross-Border E-Commerce etc., some Japanese companies and local governments are facing common challenges of expanding connections and building relationships with overseas consumers.

In order to lighten investment burden and minimum the risk of operation for a single business, by utilizing online media--Fun! Japan with great performance for connections and relationship build-up in Asia, and with the cooperation of the four companies from different business sectors such as: travel, retail, logistics and airline, a new joint venture is established to further enhance customer relationships with customers aboard.

Through connection of the four companies’ management resources and services, FJC will be contributing to bridging Japan and Asia, and the growth of Japan.

#### ● Fun Japan Communications Profile

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 50.0% Nippon Express Co., Ltd. 40.0% Isetan Mitsukoshi Holdings Ltd. 10.0%
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 registered members, Fun! Japan is no.1 media introducing Japan in Asia. Currently, Fun! Japan is operating in four countries and regions: Indonesia, Thailand, Malaysia, and Taiwan. Fun! Japan provides market research and promotion services for Japanese companies and local governments who are expanding their businesses for overseas or inbound.



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)

## ● Contacts

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