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Japan Travel K.K.

DOCOMO BIKESHARE, INC.

City Bikes for Tourists

Collaboration between Japan Travel and Docomo BikeShare

Japan Travel K.K. (hereinafter referred to as "Japan Travel") and DOCOMO BIKESHARE, INC. (hereinafter referred to as "Docomo BikeShare") are pleased to announce that they are collaborating on the creation and management of a city bicycles rental service for foreign tourists visiting Japan.

According to the Japan National Tourism Organization (JNTO), the number of foreign tourists visiting Japan in 2016 has already exceeded 20 million and the official target for 2020 of 40 million now looks achievable. Given that bicycles are becoming increasingly popular as a clean, green mode of transport, and rental city bicycle services for tourists are well established in the world's leading tourism destination cities, the demand for city bicycles by tourists in Japan is also expected to rapidly increase.

Based on these trends, the partners have decided to combine Japan Travel's expertise in marketing and selling to foreign travelers visiting Japan, with Docomo BikeShare's expertise in running a bicycle sharing business complete with IoT infrastructure. Together the partners plan to introduce a number of innovations which will promote bicycle tours and day passes as a way for tourists to get to know Japan better and to increase their interactions with local people. The collaboration will start in Tokyo.

Japan Travel will develop smartphone based cycling tours that take tourists to both popular and lesser traveled areas, marketing and selling these both directly through its portal (www.japantravel.com) and through a network of international resellers. Docomo BikeShare will use the project to further promote bicycle sharing services as an appealing tourism resource and to help local areas benefit from the growing tourism boom.

Japan Travel will provide its tours information around the country, in multiple languages, served as commentaries played on mobile devices. This new service will assist tourists in locating deeper insight into the neighborhoods around them, find the best routes for interesting sights and activities, and of course handle the logistics of planning, booking, and enjoying unique and memorable cycling experiences.

Docomo BikeShare plans to develop new business opportunities through the bicycle sharing model, including Big Data analysis on users. The firm is also pleased to contribute to the reduction of greenhouse gas emissions and help revitalize Japan's regions and tourism infrastructure.

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Attachment

Outline of business collaboration

1. Goals of business collaboration

Since the number of foreign tourists visiting Japan has increased, in order to improve travelers' convenience and promote tourism revitalization, we will implement various initiatives by combining Japan Travel's expertise at disseminating information to foreign travelers visiting Japan, with Docomo BikeShare's expertise in running a bicycle sharing business.

2. Major initiatives regarding the business collaboration (plan)

- Provide information on the use of bicycles as a means of transportation in the city and a new means of transportation for tourists
- Bicycle tour services utilizing bicycle sharing service
We are planning a number of guided courses, including tours of "Old Edo", waterfront districts, and Tokyo's inner parks.

3. Planned start of the service

Services will begin in late December, 2016, with a larger rollout in early 2017.

4. Other

When implementing the tour services, the partners will conduct such public safety measures as briefing sessions about traffic rules, road manners, parking, etc., when using bicycles in Japan. The partners also plan to rent helmets as part of a safety awareness program.