

Cool Japan Fund Inc.

Tokyo, August 30, 2019

## **Investment in an Asia-wide Tour and Activity Platform as the Accelerator of Japan Tourism Industry**

Cool Japan Fund (CJF) is pleased to announce an investment of USD 10 million (approximately JPY 1.1 billion) in KKday, a leading travel platform in Asia dedicated to tours and activities.

With the mobile revolution over the last two decades, Asian travelers are increasingly shifting toward the FIT category (Free Independent Travelers), meaning that they prefer self-service travel as opposed to traditional packages arranged by travel agencies. KKday plays its part by offering a platform which provides a variety of unique local tours and activities. KKday currently offers more than 25,000 products in more than 550 cities – from driving a camping car in Hokkaido to scuba diving in Cebu, from chasing K-pop stars in Korea to tasting delicious Xiao long bao in Taiwan, from major transportation tickets to mobile roaming solution, KKday covers all travelers' essential needs via an easy to use app.

Unlike most OTAs (Online Travel Agencies), KKday also emphasizes service quality. For all the major destinations, KKday has worked with local partners to curate Signature Tours to ensure the best service quality that's up to Millennial traveler's standards, including friendly and multilingual tour guides, itineraries to the most Instagrammable spots, and last-minute booking availability. KKday also launched VoIP phone service via its app to ensure the best customer experience, allowing customers to reach out for immediate help during and after their trips.

As Japan is blessed with beautiful views, cultural heritage and amazing food, KKday expects Japan to become one of the most popular destinations in Asia. KKday is aggressively strengthening its Japan inbound business by cultivating a country-wide network with Japanese suppliers and improving and intensifying their product portfolio and supporting their suppliers by managing efficient operations via its tech-driven digital marketing capabilities.

The investment from CJF aims to solidify the strategic partnership with KKday in hopes to increase marketing and promotional activities in Asia as well as expanding their network to local suppliers and municipalities in Japan. CJF foresees this partnership making a significant contribution to the local economy in order to enhance the satisfaction of inbound tourists.

### **About KKday**

※“KKday” is the brand name of the business held under the company “KKday.com International Company Limited” (Cayman Islands), an investee company of this partnership.

Established: May 2014

Locations: Taiwan, Japan, South Korea, Singapore, Malaysia, Indonesia, Vietnam, Philippines, Thailand, Hong Kong, China

Representative: Ming Chen, Founder and CEO

Business Details: Tours and activities marketplace, KKday

Homepage: <https://www.kkday.com/ja> (Japanese site)

KKday is searching for talented individuals who are interested in the online travel industry and want to assist in the expansion into new regions by opening their new branches in Japan.

More details will be provided from the contact below.

KKday Japan Marketing: Maruyama (e-mail: [marketing-jp@kkday.com](mailto:marketing-jp@kkday.com))

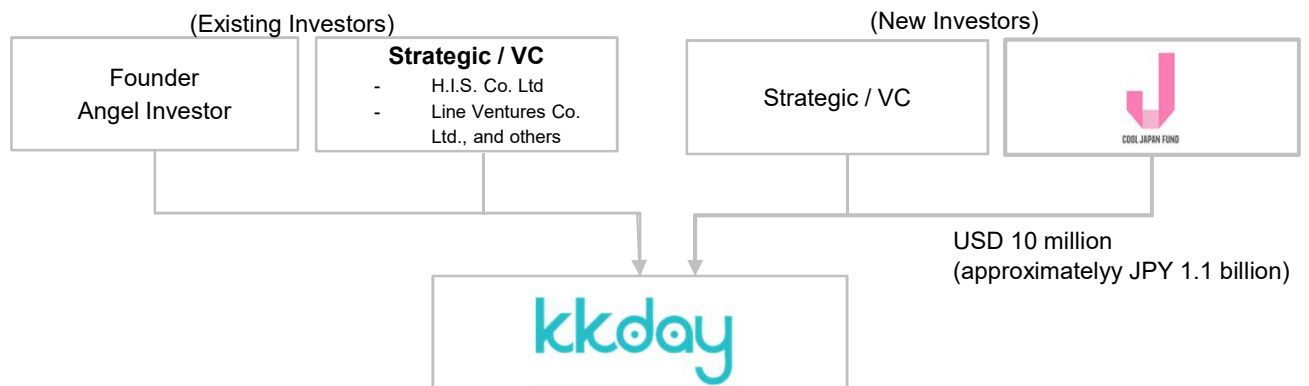
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## Investment in an Asia-wide Tour and Activity Platformer as the Accelerator of Japan Tourism Industry

### Funding Structure



### KKday's contribution to Japanese tourism industry

