

Cool Japan Fund Inc.  
Tokyo, September 9, 2020

## **Investment in Big Data and Digital Marketing Which Promotes the Sales of Japanese Products and Services Using Mobile Data Throughout All of Asia**

Cool Japan Fund (CJF) has decided to invest 20 million USD (roughly 2.2 billion yen) in Vpon Holdings Inc. (Vpon), a company which develops digital marketing using mobile data throughout all of Asia with a focus on China, Taiwan, and Hong Kong.

Vpon has accumulated over 900 million ID users monthly over the past ten years in 7 locations around Asia such as Tokyo, Osaka, Taipei, Hong Kong, and Shanghai. Using that big data, they have used a digital advertising network in cooperation with over 500,000 websites and apps throughout Asia and have developed advertising services to directly reach mobile users. Also, from their consumers' data, they accurately create a concrete picture of what their users' demographics are, such as classes, interests, and behaviors, in order to offer data services drafted for promotional strategies for Japanese products, services, and tourist attractions.

Vpon has strengthened the volume and quality of mobile data, such as the possession of over 100 million IDs and data of travelers to Asia, to retain business with and create results for over 1,500 domestic businesses, municipalities, and organizations -- such as Japanese companies with brand power like Panasonic, Kao, and Uniqlo; JNTO (Japan National Tourism Organization); and the Osaka Convention and Tourism Bureau -- that aim to create demand in Asia for cross-border EC as well as outbound and inbound Japanese tourism.

With this investment, CJF expects further effective and efficient promotions of the charms of Japanese products and services throughout Asia, especially China, Taiwan, and Hong Kong, through Vpon's digital marketing. That will contribute to the creation of new demand by Asian consumers. In regards to Japanese inbound tourism, it is assumed that these funds will be used to support Japanese companies, municipalities, and organizations to promote the charms of Japanese tourism resources and tourist attractions overseas depending on the recovery of the market environment after the COVID-19 situation has been taken care of.

## **About Vpon Holdings Inc.**

Established : June 2019

(Formed after the restructuring of Vpon Taiwan Inc. which was founded in Taiwan in 2008.)

Headquarters: Shinjuku-ku, Tokyo

Locations : Tokyo, Osaka, Taipei, Hong Kong, Shanghai, Singapore, Bangkok

Representatives: CEO Victor Wu

CSO Yoshitaka Shinohara

Business Details:

Analyzing big data using unique AI technology, data licensing, Data marketing consulting, smartphone advertising platform, Smartphone advertising agency, inbound digital marketing support, Digital marketing support for advancements into international markets, DMP construction

Homepage: <https://tw-img.vpon.com/img/VHI/index.html>

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