

Cool Japan Fund Inc.  
Tokyo, September 29, 2020

## **Cool Japan Fund's Additional Investment for KKday, a Leading Travel Experiences Platform in Asia for Tours and Activities**

Cool Japan Fund (CJF) has invested an additional 15 million USD (roughly 1.7 billion JPY) in KKday, the leading travel experiences platform in Asia. The total Series C round was 75 million USD from Cool Japan Fund and other investors.

The investment will be used by KKday to continue to expand in Asia and globally and to build out a new solution for travel operators and activity providers, Rezio. KKday manages a platform where travelers in Asia can easily discover more than 30,000 unique experiences in over 550 cities and 92 countries, including Japan. KKday today is considered one of Asia's top travel platforms with over five million users. CJF first invested in KKday in August 2019.

After CJF's first investment, KKday continued to grow steadily and recorded increased profit by 150% year-on-year in 2019. With CJF's support, KKday strengthened its Japanese sales team, established partnerships with tourism-related associations in Japan such as GSE corp., Nansatsu Tourism (Kagoshima prefecture), and the Amanohashidate Tourism Association (Kyoto prefecture). KKday has also developed many services for Asia-based travelers to Japan.

Recently, due to COVID-19, tourism demand decreased worldwide. However, KKday was able to respond quickly to changing market conditions by strengthening their e-commerce business by selling souvenirs from Taiwan and Japan.

In addition, KKday has been seeing a surge in demand for local experiences with the opening up of domestic travel in certain markets, including Japan, Taiwan, and Hong Kong since May 2020. The company also expanded their service offerings for tours, restaurant experiences, and transportation tickets with a focus on China and Taiwan.

Given KKday's developments, CJF decided to provide additional investment for growth. This will allow KKday to be well positioned to partner with various Japanese tourism associations quickly. The investment will also be used to develop solutions to attract more visitors from other parts of Asia to tourist attractions in Japan.

Reference: Cool Japan Fund Press Release (August 30, 2019)

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

[https://www.cj-fund.co.jp/en/files/press\\_190830-en.pdf](https://www.cj-fund.co.jp/en/files/press_190830-en.pdf)

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