



March 7, 2025  
Cool Japan Fund Inc.

## **Additional Investment for Vpon, Big Data, AI and Digital Marketing Which Promotes the Sales of Japanese Products and Services Using Mobile Data and AI Technology Throughout All of Asia**

Cool Japan Fund (CJF) provided additional financial support to Vpon, a company that develops digital marketing using mobile data and AI technology throughout all of Asia with a focus on China, Taiwan, and Hong Kong.

By leveraging AI-driven consumers' data analysis, Vpon can accurately create a comprehensive and dynamic profile of user demographics, including classes, interests, and behaviors. This enables the company to offer advanced digital marketing services that help formulate promotional strategies for Japanese products, services, and tourist attractions.

Since CJF initially invested in Vpon, the company has been collaborating with businesses and local governments in Japan to provide effective AI-based advertising solutions based on an analysis of mobile data, Vpon has been instrumental in promoting Japanese exports, such as sake, rice and agricultural products, as well as boosting inbound tourism.

In consideration of their achievements, CJF provided second additional support for Vpon's further growth and also participated in a new funding round conducted by Vpon. CJF is investing in the round alongside CDIB Capital Group, Taiwan's largest venture capital.

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