

February 22, 2022

West Japan Railway Company

## Initiatives for Customers Visiting Japan

In preparation for the resumption of visits to Japan, JR-West will promote digitalization by forming a capital and business alliance with JTRweb Limited, an overseas electronic ticketing company, in order to improve overseas sales of railway products and local tourism materials using electronic tickets, as well as to improve the acceptance system. In addition, due to the establishment of an efficient sales system, the Shanghai Representative Office, which was established in China in 2003, will be closed at the end of May 2022 (scheduled).

### [Summary]

#### 1. Capital and Business Alliance between JR-West Group and JTRweb Limited

Through a capital and business alliance with JTRweb Limited, an electronic ticketing company for BtoB, we will strengthen the creation and sales of bundled products that combine attractive tourism content and our rail passes by promoting digitalization in line with the new normal and developing tourist content in cooperation with local communities, in order to attract more tourists to western Japan.

※For more information, please refer to the attached materials.

#### 2. Closure of Shanghai Representative Office

In order to realize the government's vision of a "Tourism Nation," and to contribute to the revitalization of Kansai and western Japan, and we opened our Shanghai Representative Office in 2003 as our base in China, and have been promoting the dissemination of information to travel agencies and other organizations, and the attraction of tourists to western Japan.

However, the Shanghai Representative Office will be closed at the end of May 2022 (scheduled) because the capital and business alliance with JTRweb Limited enables us to build an efficient sales system, and the online approach to travel agencies, which was a challenge during the pandemic, has become firmly established. Although the base will be discontinued, we will work to disseminate information and promote sales through online and SNS services, as well as work with local and regional communities to attract more visitors.



**JR-WEST INNOVATIONS JTRweb**

February 22, 2022

West Japan Railway Company  
JR West Innovations Co., Ltd.  
Nippon Travel Agency  
J T R w e b L i m i t e d

**Capital and Business Alliance**  
**between JR-West Group and JTRweb Limited**

**-Collaboration to attract visitors to Japan and promote use by domestic travelers-**

**JR-West Innovations, Inc. (Kita-ku, Osaka; Makoto Okuno, President & CEO) has invested in JTRweb Limited (Hong Kong Special Administrative Region, People's Republic of China; Hui Wan Sang, CEO; hereinafter "JTR") as follows.**

**In addition, West Japan Railway Company (Kita-ku, Osaka City, Osaka, Kazuaki Hasegawa, President; hereinafter "JR-West") and NIPPON TRAVEL AGENCY CO., LTD. (Chuo-ku, Tokyo, Yoshiteru Koyano, President) have concluded a business alliance agreement with JTR.**

JTR has an electronic ticketing system as a booking platform for B to B, and has system linkages with more than 800 overseas travel agencies (approximately 3,000 if affiliated sales agencies are included), and is particularly working to expand the number of tourists visiting Japan.

In the "Mid-term Management Plan 2022," the JR-West Group aims to enhance its hardware and software systems to provide comfortable and convenient services for customers visiting Japan. In cooperation with JTR, we will offer JR-West Rail Pass, sightseeing products such as sightseeing facilities, experience materials, food, and their set products to many overseas travel agencies online. By making it possible for overseas visitors to Japan to smoothly purchase attractive sightseeing products, we will create a more comfortable and enjoyable travel environment.

In addition to promoting the digitalization of tourism using JTR's system, we will jointly develop various services, a new information dissemination system using data, and travel products using attractive tourism materials for the 2025 Osaka-Kansai Expo, and provide them to customers in Japan and overseas.

## ■ Summary of the Investment

Purpose	<ul style="list-style-type: none"> <li>• Digitalization of tourism through the use of electronic ticketing systems. (promotion of non-face-to-face and non-contact)</li> <li>• Increase the number of visitors and promote the use of trains by offering products that combine attractive tourist materials and trains to overseas travel agencies.</li> <li>• Implementing electronic ticketing within Japan by Nippon Travel Agency</li> </ul>
Method	Acquisition of shares through relative transactions with existing shareholders

## ■ Company Overview

Name	JTRweb Limited
Location	Room 2A, 14/F, Chun Wo Comm. Centre, 23-29 Wing Wo Street, Central, Hong Kong
Representative	CEO Hui Wan Sang
Establishment	September 2013
Business Description	<ul style="list-style-type: none"> <li>• Development of an electronic ticketing system for Japan and overseas</li> <li>• Platform business connecting travel agencies and tourist facilities (B to B sales of tourism materials and JR West's products for tourists visiting Japan, etc.)</li> <li>• B to C website management and application development etc.</li> </ul>

## ■ Framework for Collaboration

