

Cool Japan Fund Inc.  
Tokyo, May 10, 2021

## **Investment in a Short-Distance Personal Mobility Provider Empowered by Japanese Design and Technology**

Cool Japan Fund (CJF) has invested 1.5 billion yen in WHILL Inc., a provider of short-distance personal mobility with Japanese design and technology under its mission of "Delivering Fun and Innovative Mobility for All."

Founded in 2012 by Satoshi Sugie, who was a designer for an automobile manufacturer, Junpei Naito and Muneaki Fukuoka, who were engineers for electronic device manufacturers, WHILL Inc. has developed and provided "WHILL", a personal electric mobility, to empower people with physical disabilities and the elderly, cooperating with factories with superb craftsmanship across Japan.

The product features design based on Japanese minimalistic style and has received prestigious design awards such as iF Design Award and Red Dot Design Award. In terms of the function of the mobility, it receives high acclaim for excellent driving capability climbing over 2 inch of obstacles and the ability to turn in small radius achieved through special front wheels called "omni-wheels" incorporating advanced technologies.

The product is now available in over 20 countries and regions including Japan, North America, Europe and APAC. Going forward, the Company is accelerating both domestic and international business aiming to expand the use of its products and services in a wide range of facilities, including airports, train stations, museums, and shopping malls. In June 2020, the company has been the first to develop and commercialize autonomous personal mobility service for passengers in Tokyo Haneda Airport.

Through this investment, CJF aims to promote brand image of Japanese product design characterized by simplicity and aesthetic function, increasing exposure of the personal mobility WHILL. In addition, CJF expects WHILL Inc. to become a role model for other Japanese companies taking on new global challenges, as well as to communicate craftsmanship of factories in Japan to the world.

### **About WHILL Inc.**

Founded : May 2012

Head office : Shinagawa-ku, Tokyo

CEO : Satoshi Sugie

Details of business :

1. Design and sales of personal mobility products
2. Provider of transportation services using personal mobility products (MaaS)

Website : <https://whill.inc>

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Cool Japan Fund Homepage: <https://www.cj-fund.co.jp/en/>