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Cool Japan Fund Inc.

Cool Japan Fund's Additional Investment for KKday, an Online Reservation and Sales Platformer for Local Tours and Activities for Travelers

Cool Japan Fund has invested in KKday to provide additional financial support, an online travel platform specialized in offering local tours and activities to travelers.

KKday manages a website and app where people in the Asia Pacific region can easily reserve and pay for various tours and activities for their personal travels in countries around the world, including Japan. It has expanded its services to over 550 cities in 92 countries and regions, offering

attractive travel experiences through unique and enhanced package plans. As a result, KKday has grown into one of Asia's leading "tabinaka"¹ platforms. CJF invested in KKday in 2019, 2020 and 2023.

Since the investment, and with CJF's support, KKday has strengthened its Japanese sales team, developed numerous package tours to showcase the charm of various locations across Japan, and provided an extensive range of tourist merchandise for Asia-based travelers visiting the country.

The company has also rolled out the SaaS service "rezo," supporting "tabinaka" merchants in their digital transformation efforts. With the expansion of its product offerings, the successful attraction of more visitors through effective marketing, and the further business expansion in Japan, Korea, and Hong Kong, KKday doubled its GMV (gross merchandise value) in FY2023 compared to FY2022, and continues to grow significantly following CJF's investment in 2023. Considering these facts, CJF has recently made an additional investment in KKday to support its accelerating growth in inbound tourism during the post-COVID-19 resurgence of cross-border travel. This funding will help the company grow and further strengthen its financial foundations.

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¹ For inbound marketing, merchandise and services are split up into phases of "pre-trip," "during trip," and "post-trip," so this refers to "during trip".