



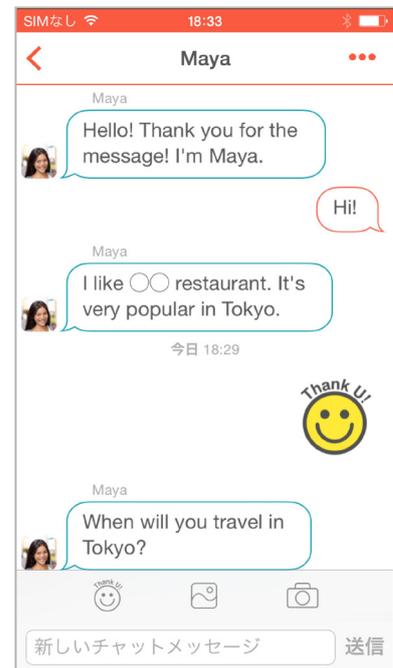
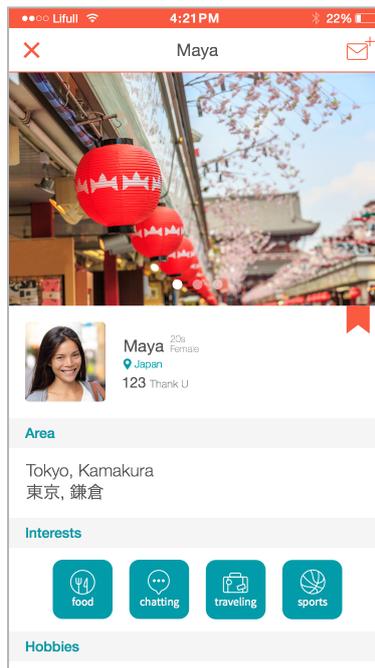
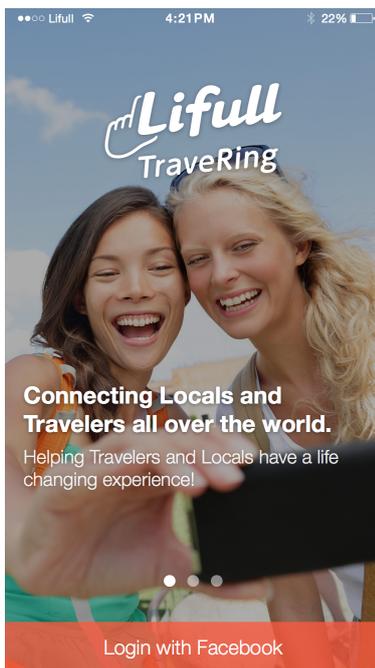
Report to whom it may concern

# Japan Startup Lifull TraveRing Launched Their New Travel SNS App, 'Lifull TraveRing' that Connects Tourists with Locals and Serves as Their 'Mobile Concierge' through iOS App Store - In More Than 130 Countries

Minato-ku, Tokyo, Japan (March 1, 2015) – Lifull TraveRing Co., Ltd. (Yuko Akiyama, President) , a wholly-owned subsidiary of NEXT Co., Ltd. ('NEXT') has released the iOS App, Lifull TraveRing, and connects world travelers in more than 130 countries (as of February 17, 2015) with locals in the neighborhood. You register your profile via Facebook, and you can be either 'a traveler' or 'a local', with one single account. The App is available at the App store from March 4.

## Lifull TraveRing

URL : <http://www.lifull-travering.com/#!english>



### ■ How to use Lifull TraveRing

#### ・Connect with locals as a traveler

You enjoy communications with locals living in the community. A traveler chooses anyone from in-the-know locals and asks about food & dining, shoppings, attractions and things you would like to know.

You used to go back and forth between local attractions and hotel where you stay at. Now, add the unique essence of connectivity that you share with locals who want to help you experience local in the town.

■ Contact details for inquiries relating to this matter  
 NEXT Co., Ltd. Corporate Planning Division, Corporate Communication Group - Public Relations  
 E-MAIL: [press@next-group.jp](mailto:press@next-group.jp)

Why don't you visit places that are never listed on the guidebooks and savor your journey, one that is a bit different from your previous trips?

### •Connect with people as locals

Your communications start as locals, when messages are sent by travelers. Add your new and fresh time that you share with travelers on top of your ordinary life! You are a local ambassador who gives recommendations and let them know about culture & customs by sending messages. And more, when both have time, a chance to get together and eat out!

### ■ Why we start SNS Lifull TraveRing and the prospects

When people travel somewhere, many of them usually take a look at the guidebooks or browse the internet beforehand. 'The superb places that only locals know' or 'popular restaurants among locals'- Aren't these catchphrases attractive to you, are they?

How do tourists get info when they visit Japan? 'Internet' (31.8%) tops the list, followed by 'individual blog' (24.1%) and 'families and friends who live in Japan' (20.3%) (\*1). Guidebooks and tourist bureau or travel agencies sites remain at less than 15%. The result prominently shows how much more information travelers are seeking from 'people'. As you can see, it is obvious that, if travelers get information directly from locals, they will be able to have a chance to get to know about culture, customs and life itself with a better understanding. Without an opportunity, it would be difficult to communicate, and get even more difficult if you travel on your own.

That is why Lifull TraveRing (head office: Minato-ku, Tokyo, Yuko Akiyama, President) a wholly-owned subsidiary of "NEXT", started on October 2014, providing the SNS app that connects travelers with locals with ease and a sense of security.

For now, we focus on increasing users of locals, throughout Japan, who help make trips profoundly memorable. According to the Japan National Tourist Organization, the aggregate number of inbound tourists in 2014 reached as many as 13,414,000, which is a record-breaking increase. (\*2) It is expected that the aggregate number will become increasingly great with the aim to attract 20 million visitors to Japan in the 2020s. Locals send hospitality towards the travelers – when you get home from your trip, you can switch back to 'locals', and you send the messages of how much attractive your town is. We are attempting to spread the connectivity among people across the world, sometimes existing as travelers and some other times existing as locals.

\*1 Consumption Trend Survey for Foreigners Visiting Japan, surveyed on Jan.20, 2015

\*2 published by Japan National Tourist Organization (JNTO)

### ■ About Lifull TraveRing :

Company Name : Lifull TraveRing Co., Ltd.

President: Yuko Akiyama

Establishment: October 1, 2014

Capital: 27,000,000 yen

Business Content: administering travel SNS Lifull TraveRing

URL : <https://itunes.apple.com/us/app/id956100927>

### <President's profile>

After some years of sales position at a trading company, join NEXT Co. in 2006. Three years of experience in selling properties at HOME's department. Serve as a manager in the department of sales and brand project.

In 2013, as the first woman's nominee, she was selected and took part in the overseas training in Finland. There, she was truly impressed by how much wonderful services they provide all over the world. Although people in Finland got over the recession, they could create many new start-up companies. She held the strong determination to learn from them and take action.

Back to Japan, she made an offer to create SNS that connects tourists with locals for launching new businesses proposition system and it was approved. Established Lifull TraveRing Co. in October 2014. She started up the company as President.

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■ **The detail of Lifull TraveRing, iPhone App**

Title: iPhone App Lifull TraveRing

Category: category>travel (subcategory: social networking)

Compatibility: Requires iOS7.0 or later

Cost: free

Provided at: App Store

Language: Japanese, English

NEXT group will endeavor to provide services tailored to each individual's needs postering a corporate message as 'Designing Delightful Encounters'.

■ **About NEXT Co., Ltd.** (TSE 1st section 2120, URL : <http://www.next-group.jp/>)

NEXT Co., Ltd. was established in 1997, with a mission to 'change the real estate industry.' Our core business 'HOME'S' is the real-estate information site in Japan with No1 properties\*.

Currently, besides the real estate information, we provide services called 'MONEYMO' as insurance information site and 'HOME'S Style Market' as E-commerce for Furniture and Interior Goods.

With our corporate slogan "Designing Delightful Encounters", we will continue to provide optimal information for each individual and to be close to consumer's lives.

We will create a world where everyone can move forward with confidence.

\*Fuji sankei business i, March 31, 2014 Edition

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