



June 12, 2020

To whom it may concern

TOKAI Holdings Corporation
Katsuhiko Tokita, President & CEO
(Code No. 3167 Tokyo Stock Exchange First Section)

Strategic Business Alliance with ZENRIN DataCom

TOKAI Communications Corporation (Headquarters: Aoi-ku, Shizuoka-shi, Shizuoka Prefecture; President and Representative Director: Yasuhiro Fukuda), a wholly owned subsidiary of our Company engaged in the Group's information and communications business, and ZENRIN DataCom Co., Ltd. (Location: Minato-ku, Tokyo; President and Representative Director: Tatsuhiko Shimizu), a consolidated subsidiary of ZENRIN CO., LTD. (Code No. 9474, the First Section of the Tokyo Stock Exchange), today announced that they have entered into a memorandum on a strategic business alliance for business development centered on the MaaS (Mobility as a Service)* domain, as shown in the attachment.

In the future, the both companies will expand and enhance their businesses by mutually leveraging the best use of the respective areas of expertise and build new businesses in the MaaS domain, aimed at further earnings growth and sustainable growth for the both companies and the both groups.

- * MaaS (Mobility as a Service) uses ICT to cloud transportation and seamlessly connects all modes of transportation (mobility) as a single service, excluding private cars.

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To whom it may concern

TOKAI Communications Corporation

Strategic Business Alliance Between TOKAI Communications and ZENRIN DataCom

TOKAI Communications Corporation (Headquarters: Aoi-ku, Shizuoka-shi, Shizuoka Prefecture; President and Representative Director: Yasuhiro Fukuda, hereinafter “TOKAI COM”) and ZENRIN DataCom Co., Ltd. (Location: Minato-ku, Tokyo; President and Representative Director: Tatsuhiko Shimizu, hereinafter “ZENRIN DataCom”) today announced that they have entered into a memorandum on a strategic business alliance for business development centered on the MaaS (Mobility as a Service)^{*1} domain as follows.

1. Background and purpose of the business alliance

TOKAI COM is a one-stop service company providing network, data center, and system development, and offering a wide range of services in the information and communications field for both individuals and corporations.

ZENRIN DataCom is supporting users’ lives by offering high-value-added solutions and navigation services based on map information for a variety of information terminals, including smartphones, car navigation systems, and PCs.

In recent years, the environment surrounding the information and communications field has changed dramatically and the speed of technological innovation has been remarkable. Customer needs have further diversified and compounded, such as business model reforms brought about by digitalization and productivity and operational efficiency improvements against the backdrop of the Work Style (labor) Reform. In order to realize sustainable growth, companies are required to promote business that meet those changes promptly.

Under these circumstances, the both companies have long cooperated with each other for the full cloud migration of ZENRIN DataCom’s service bases for their information content services and the development of new services that utilize the cloud, taking advantage of the technological capabilities in the cloud domain that TOKAI COM has cultivated over many years. In addition to the partnership to date, the both companies agreed on the strategic business alliance in order to expand and enhance their business domains and build new businesses in the MaaS domain by mutually leveraging their respective areas of expertise, aimed at further earnings growth and sustainable growth of the both companies and the both groups.

2. About the business alliance

TOKAI COM and ZENRIN DataCom will carry out the following activities to promote and develop the businesses of the both companies in cooperation with each other for the collaboration that contributes to the MaaS business and other services of the both companies and the both groups. Details will be determined through discussions between the two companies.

[Joint study of MaaS business]

- The TOKAI Group, in which TOKAI COM is in charge of its information and communications business, has its own data management platform “D-sapiens,” which has been accumulated through communication with 3 million customers, and is carrying out marketing activities toward customers. ZENRIN DataCom is in charge of the data distribution business of the ZENRIN Group, promoting the provision and expansion of services through a location information provision platform that makes the real world into a library by integrating high-precision, high-freshness map data and various content data. By linking the platforms of the two companies, we will build a mechanism to accumulate location information and activity information and analyze them with the latest technologies such as AI, and generate marketing data related to mobility

in general and demand forecast data related to the modes of transportation associated with various conditions including periods of time and areas. Through these activities, TOKAI COM and ZENRIN DataCom will accumulate a wide range of valuable new data on people, automobiles, public transportation, and other intermodal passenger transport systems and actively collaborate with companies in each category of mobility in order to promote the construction of a MaaS platform and the provision of solutions that can be truly utilized by local governments, transportation companies, and MaaS operators.

[Consideration of other collaborative activities]

- By receiving services that utilize ZENRIN DataCom's high quality map database, high precision route search functionality, and abundant search data for the TOKAI Group's sales and distribution operations for consumers such as gas, Aqua, and CATV, we will improve the efficiency and productivity of the entire Group's transportation and distribution operations.
- ZENRIN DataCom has been promoting the operation of its services on the cloud, including the full migration of its IT infrastructure to the cloud. TOKAI COM, on the other hand, has been a partner of ZENRIN DataCom to help them migrate to Amazon Web Services (AWS), provide them with AWS connectivity services, and help them develop Amazon Alexa skills. TOKAI COM will further accelerate these collaborative activities.

*¹ MaaS (Mobility as a Service) uses ICT to cloud transportation and seamlessly connects all modes of transportation (mobility) as a single service, excluding private cars.

* Amazon Web Services, AWS, Amazon, and Alexa are trademarks of Amazon.com, Inc. or its affiliates in the United States and other countries.

* Other company names, product names, service names, logos, etc. shown in this document are trademarks or registered trademarks of their respective companies.

[Inquiries about this press release]

Planning and Management Department, Administration Head Quarters, TOKAI
Communications Corporation

URL: <https://www.tokai-com.co.jp/>

<Reference>

Corporate Profile of TOKAI Communications Corporation

Trade name	TOKAI Communications Corporation
Location	Tokai Building, 2-6-8, Tokiwa-cho, Aoi-ku, Shizuoka-shi, Shizuoka
Title and name of Representative	Yasuhiro Fukuda, President and Representative Director
Establishment	March 18, 1977
Capital	1,221 million yen
Business	Telecommunications, data center, system integration, etc.
URL	https://www.tokai-com.co.jp/

Corporate Profile of ZENRIN DataCom

Trade name	ZENRIN DataCom Co., Ltd.
Location	Shinagawa Intercity Tower C 6F, 2-15-3 Konan, Minato-ku, Tokyo
Title and name of Representative	Tatsuhiko Shimizu, President and Representative Director
Establishment	April 13, 2000
Capital	2,283 million yen
Business	ITS business, Internet service business, overseas business, etc.
URL	http://www.zenrin-datacom.net/