

## **Hyakusenrenma Inc Receives ¥1.4 billion in funding from investors including Cool Japan Fund Inc.**

Hyakusenrenma Inc., a provider of vacation rentals web platform announced today the completion of approximately ¥1.4 billion of financing led by an investment from (in alphabetical order) an investment firm called AID Partners Capital Holdings Limited, Cool Japan Fund Inc., a government aided investment fund to promote demands from overseas for products and contents from Japan and Keio Corporation, one of major railway operators in Tokyo.

Hyakusenrenma Inc. will use the raised money to further develop its Business Infrastructure as well as to reinforce its global marketing plan including creation of multilingual websites for its vacation rental platform services STAY JAPAN (<https://stayjapan.com/>) and TOMARINA (<https://tomarina.com/>), in order to increase the number of users of services that focus on foreign tourists visiting Japan.

STAY JAPAN matches foreign tourists wishing to rent a private residence to travelers and travelers wishing to find unique accommodation experience in Japan. STAY JAPAN provides travelers with a high-quality, safe and reliable home renting service as properties listed on STAY JAPAN have all obtain an official license and thus, meet the licensing standards of both the National Strategic Special Zones Regulation and the Hotel Business Act.

For more information : <https://stayjapan.com/info/about/host>

TOMARINA is a homestay service dedicated to providing travelers with accommodations during Japan's most famous and busiest events, and by allowing them to stay in farmers' or fishermen's homes to experience life in the countryside in a unique way.

Moreover, Hyakusenrenma Inc. has been recognized as the first private company to obtain an authorization from the Minister of Agriculture, Forestry and Fisheries for its "Agriculture, Forestry and Fisheries experiences enabling homestay service" (Japan. Farm Stay), a service aiming at promoting regional development by attracting tourists to rural areas of Japan.

Hyakusenrenma Inc. will increase the number of properties available for rent, so that the the prospect of staying in a private house becomes the main travel purpose of foreign tourists coming to Japan. In order to do so, the company will, with the help of (in alphabetical order)

AID Partners Capital Holdings Limited, Cool Japan Fund Inc., Keio Corporation and a number of leading companies, provide a legal, safe and reliable private home rental service to its users, as well as develop and manage new concept rooms that benefit from the know-how and knowledge of the companies stated above.

For the current fiscal year, the company will plan further business reinforcement strategies and strengthen its position as a serious, officially approved private home rental services provider.

## Company Outline

### 1. Hyakusenrenma Inc. Company Profile

The company goal is to expand in a way that contributes to the development of local regions. Through the provision of ICT services that encourage interaction between travelers and local areas, Hyakusenrenma Inc. promotes a legal sharing economy that allows people to rent vacant houses for short or long term stays.

Company name	Hyakusenrenma Inc.
URL	<a href="http://hyakuren.org/">http://hyakuren.org/</a>
Address	Head office : 2-17-17 Honcho, Aoba-ku, Sendai-shi, Miyagi-ken 980-0014 Tokyo office : 2-18-20 Sotokanda, Chiyoda-ku, Tokyo, 101-0021
President and CEO	Kamiyama Yasuhiro
Founded	June 19, 2012
Capital	¥784,000,000 *as of March 2016
Employees	46 people *as of March 2016
Membership	Japan National Tourist Office (JNTO) Japan Travel and Tourism Association

### 2. About TOMARERU Inc.

Company name	TOMARERU Inc.
URL	<a href="https://tomareru.jp/">https://tomareru.jp/</a>
Address	2-17-2 Sotokanda, Chiyoda-ku, Tokyo 101-0021
President and CEO	Mikuchi Sonosuke
Founded	August 20, 2013
License	Travel industry license n°3-6791 Tokyo Governor allowed
Membership	Japan Travel and Tourism Association(JATA) National Housing Industry Association

### Media Contact

Hyakusenrenma Inc., Takuya Kawamura, +81(3) 6206-9176, kawamura@hyakuren.org