

September 13th, 2018
Stroly Inc.

Stroly, raises 250 million yen in funds, Agreement on a comprehensive business partnership with JTB

Stroly Inc. (Head office: Kyoto Prefecture Kyoto City, President: Machi Takahashi) announces that has secured 250 million yen (about 2.2 million dollars) in funds through a third-party allotment and will partnership with JTB Co., LTD. This is Stroly's first business alliance with a Non-Financial Company.

Regarding fund procurement

Stroly Inc. raised funds through a third-party allotment of new shares totaling approximately 250 million yen underwritten by the funds listed below. This fundraising corresponds to Series B round, which will be the second time procuring capital from external sources. With this fund procurement, we will mainly invest in staff development and expanding overseas sales channels.

<Outline of Assignees>

DVF I L.P.,

(Operating company: Daiwa Corporate Investment Co., Ltd., Head office: Chiyoda-ku, Tokyo, President: Fujio Yanagihara)

UNICORN fund investment business, Limited Liability Partnership,

(Operating company: Yamaguchi Capital Co., Ltd., Headquarters: Yamaguchi Prefecture Yamaguchi City, Representative Director: Moriwaki Isana)

Kinki Osaka 4, Investment Partnership,

(Operating company: Resona Capital Co., Ltd., Head office: Chuo-ku, Tokyo, President: Takashi Miyajima)

JTB Corporation,

(Head Office: Shinagawa-ku, Tokyo, President&CEO: Hiroyuki Takahashi)

Stroly

In February 2017, we launched the Stroly-α platform version of the online map platform. We have been providing our service to railway companies, tour operators, large-scale shopping malls, land development businesses and publishing companies. Also, we have been collaborating with local communities promoting town planning, universities and others.

In October 2017, we started an open map submission service, and in the current beta version, not only Japanese but international users are already uploading content. In addition, users can view the access data generated by the submitted maps.

Our service provides an opportunity for the community to submit content that can assist visitors traveling for international events and expos. By sharing their local perspective, the experience during their stay will be a more memorable one.

Under the concept of “Share the way we see the world”, our company makes emphasis on building a multinational team of engineers and designers, to deliver a product engaging for the global community.



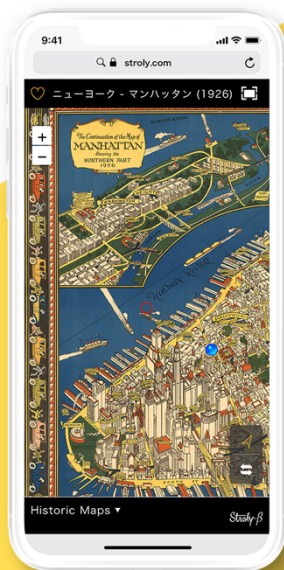
About the business partnership with JTB

JTB and Stroly have joined in a partnership aiming the promotion of local tourist destinations with the use of online maps with location information linked to them. JTB and Stroly have joined in a partnership to develop an advanced platform that will deliver great attractiveness of local tourism destinations with online maps linked with location information.

Since April 2018, with the main theme of “JTB offering original value by combining digital technology with human-touch services”, JTB is focusing on digital technologies and the use of big data to enhance the travel experience and international exchange.

With the progress of digital technology, our traveling style is changing. New opportunities to gather information on-site during travel with the interactive use of smartphones is increasing and not just limited to printed guidebooks.

We are shifting to information gathering and data analysis. In the meantime, there is plenty of content in the shape of printed illustrated maps and tourist information that convey the attractiveness of an area by showcasing its history, culture, cuisine and sightseeing spots. By linking such rich content maps and making them online for the traveler, the experience and value of the destination can be enriched in ways that were not available before.



アナログ地図を素敵なモバイル体験に変える

Stroly(ストローリー) は位置情報と連動した
オンラインマップのプラットフォームです。

誰でも自由に、アナログ地図からオンラインマップを作成したり、
現在地の近くのマップを検索して利用することができます。

Turn your graphic maps into marvelous mobile experience.

Stroly is a platform for online maps linked with location information.
Anyone can upload and add owned maps,
or and find other maps near your current location. for free.

Stroly

■ Company profile

Company name : Stroly Inc.
Representative : Machi Takahashi, Founder, Co-CEO
Location : 600 - 8258
109-1 Kanegaecho, Shimogyo, Kyoto
Establishment : January 14, 2005
URL : <https://stroly.com>

■ Inquiries concerning this matter

Stroly Inc.

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