

INCREMENT P CORPORATION

2F Cube Kawasaki Building, 1-14 Nisshin-cho, Kawasaki-ku,
Kawasaki City, Kanagawa Prefecture, 210-0024 Japan

For Immediate Release
November 5, 2014

**Increment P and MappointAsia Enter into Agreement to Create
Joint Venture, INCREMENT P ASIA (provisional name), for
Digital Map Development of ASEAN Region**

Increment P Corporation (Headquarter: Kawasaki, Kanagawa Pref., Japan, Managing director: Takumi Jinguji) (Increment P) and MappointAsia (Thailand) Public Company Limited (Headquarter: Bangkok, Thailand, CEO: M. L. Saksiri Kridakorn) (MappointAsia) today announced a joint venture agreement to establish INCREMENT P ASIA (provisional name) as a base for digital map development of ASEAN region.

Background and Purpose of the Joint Venture Establishment

Anticipating the inauguration of the ASEAN Economic Community (AEC) in 2015, business opportunities are expected to expand in ASEAN countries where its economy has been showing remarkable growth, such as the spread of mobile devices and the increase in car ownership rate resulting from the growth in middle and wealthy class population.

In order to accelerate the digital map and location based businesses in ASEAN region under such circumstances, Increment P has signed an agreement with MappointAsia, a Thailand based company which owns digital map of Thailand and other ASEAN countries, to establish a joint venture called INCREMENT P ASIA (provisional name) as a base for development of digital map data in ASEAN region. We have started the preparation for this joint venture establishment.

Since its founding in 1994, Increment P has developed, created and sold various digital map contents in Japan and cultivated comprehensive technology and know-how for digital map production. We believe that we can provide high-quality products by applying such experience and knowledge to the integration and evolution of digital map owned by MappointAsia. Furthermore, we aim at providing highly precise map data which will contribute to the safe and reliable automated driving in the future.

■ Schedule

Planned establishment time of the joint venture: December 2014

■ Overview of the joint venture company

Corporate name: INCREMENT P ASIA (provisional name)

Representative Director: Takumi Jinguji

Location: Bangkok, Thailand
