

INCREMENT P CORPORATION

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For Immediate Release
January 29, 2015

INCREMENT P and MappointAsia Launch Joint Venture in Bangkok**Corresponding to the Diversified Digital Map Needs****Resulting from the Expansion of Japanese Companies in Asia**

INCREMENT P CORPORATION (Headquarter: Kawasaki, Kanagawa Pref., Japan, Representative Director: Takumi Jinguji) (INCREMENT P) and MappointAsia (Thailand) Public Company Limited (Headquarter: Bangkok, Thailand, CEO: M. L. Saksiri Kridakorn) (MappointAsia) jointly established INCREMENT P ASIA Co., Ltd. (iPA) in Bangkok, Thailand, which will be the maintenance base of the digital map data in the ASEAN region.

Being close to an inauguration of the ASEAN Economic Community (AEC) in 2015, there is a growing demand for the map data which works as the foundation for various development plans including the infrastructure investments. And the needs for the map have diversified in response to the rapid expansion of Japanese companies in Asia.

Under such circumstances, INCREMENT P has decided to establish this Joint Venture aiming at providing accurate digital map data of ASEAN region quickly by taking advantage of the technologies and know-hows which it has cultivated as a leading-edge company of the digital map industry since its foundation in 1994.

We will proactively continue our efforts to create the new demands for map/location based information and contribute to the economic growth and the success of Japanese companies in ASEAN region, and will pursue the medium and long-term growth of our business. In addition, though this iPA, we hope to build good partnerships with map operators in each ASEAN countries.

Outline of iPA

Name	INCREMENT P ASIA Co., Ltd. (abbr. iPA)
Location	No. 128/115 Payatai Plaza Building, 11th Floor, Phyathai Road, Tung Phyathai Sub-district, Rajathevee District, Bangkok, Thailand
Date of establishment	January 5, 2015
Representative Director	Takumi Jinguji
Capital	14,800,000 Thai baht
Ownership Ratio	INCREMENT P CORPORATION 74% MappointAsia (Thailand) Public Company Limited 26%
Business	Function company for the development of digital map data in the ASEAN region