

## NEWS RELEASE

For Immediate Release

Increment P  
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INCREMENT P CORPORATION  
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# INCREMENT P Launches Subsidiary in San Jose to Function as Strategic Base in North America

Corresponding to the Demand for Japanese and ASEAN\* Map Data Resulting from the  
Expansion of North American Companies in Asia

Tokyo, Japan - The Japanese digital map company INCREMENT P CORPORATION (INCREMENT P) (<http://www.incrementp.co.jp/english/>) established **Increment P North America, Inc. (IPNA)** in October 2016 in San Jose, California, USA, which will be the strategic base of activities in the North American region.

In recent years, IT companies in North America have been planning global deployment of big data businesses, sharing services, automated driving and other services, so the need for map data as elements for those businesses has been increasing significantly. As part of this deployment, the demand for Japanese and ASEAN map data has increased due to the expansion of North American IT companies into Asia, and those needs have also diversified.

Accordingly, INCREMENT P has established this new company to enhance the provision of Japanese and ASEAN map data it optimizes for North American companies by taking advantage of the technologies and know-how it has cultivated as a leading-edge company in the digital map industry since its foundation in 1994.

INCREMENT P will proactively continue its efforts to create new demand for map/location based information, to pursue the medium and long-term growth of its business, as well as to contribute to the expansion of each company's business through exacting response to the diverse needs for map data. In addition, through IPNA, INCREMENT P hopes to build good partnerships with North American companies.

\* ASEAN : Assosiation of Southeast Asian Nations

### Outline of IPNA

Name	Increment P North America, Inc. (abbr.: IPNA)
Location	2880 Zanker Road, Suite 106, San Jose, CA 95134, USA
Date of establishment	October 1, 2016
Representative	President: Andy Parsons
Capital	US\$600,000 (wholly owned by INCREMENT P CORPORATION)
Business	<ul style="list-style-type: none"><li>• Japanese and ASEAN map data consultation for North American companies</li><li>• Technical support in North America for INCREMENT P map data</li><li>• North American market and corporate trends research</li></ul>