

Oct 15<sup>th</sup>, 2018

To All Media Parties

ALMEX Inc.

## Almex Forms Strategic Collaboration with the World's Leading Travel Platform, Expedia Group

It is our pleasure to announce that ALMEX Inc. (headquarters: Shinagawa-ku, Tokyo, President and Representative Director: Shohei Mabuchi, hereafter "Our company"), under the jurisdiction of USEN-NEXT, has formed a strategic collaboration with Expedia Group. (Japanese corporation: Minato-ku, Tokyo, Senior Director: Michael Dykes).

In anticipation of an influx of international travelers during the 2020 Tokyo Olympic Games, it is imperative for Our Company to raise the awareness of the more than 6,500 leisure hotels (approved by the Hotel and Ryokan Management Law) throughout Japan among travelers from all over the world. Through this collaboration, travelers from Expedia Group portfolio of travel brands will be able to search and reserve leisure hotels that are listed in "LoveinnJapan (<https://loveinnjapan.com/>)," which is operated by Our company. For Almex's leisure hotels, this collaboration will offer them increased global visibility through Expedia Group's travel brands which attract over 675 million monthly site visits spanning across 75 countries in 35 languages.



From the right side of the photo

▼Expedia Group

Senior Market Manager, Yosuke Sato  
Senior Director, Michael Dykes

From the left side of the photo

▼ALMEX.INC

IT System Division, Hiroshi Matsuyama,  
Director, Senior Executive Officer,  
Masayuki Tsuboi  
President and Representative Director,  
Shohei Mabuchi