



April 16, 2024  
Cool Japan Fund Inc.

## **Additional Investment for Vpon, Big Data and Digital Marketing Which Promotes the Sales of Japanese Products and Services Using Mobile Data Throughout All of Asia**

Cool Japan Fund (CJF) has decided to provide additional financial support to Vpon Holdings Inc. (Vpon), a company which develops digital marketing using mobile data throughout all of Asia with a focus on China, Taiwan, and Hong Kong.

Vpon has used a digital advertising network and developed advertising services to directly reach mobile users. Also, from their consumers' data, they accurately create a concrete picture of what their users' demographics are, such as classes, interests, and behaviors, in order to offer data services drafted for promotional strategies for Japanese products, services, and tourist attractions.

Since CJF invested in Vpon in September 2020, collaborating with businesses and local governments in Japan and providing effective advertising based on an analysis of mobile data, Vpon has been helping to promote Japanese exports, such as sake, rice and agricultural products, as well as inbound tourism.

In consideration of their achievements, CJF has decided to provide additional support for Vpon's further growth.

Reference) Cool Japan Fund Press Release

- Investment in Big Data and Digital Marketing Which Promotes the Sales of Japanese Products and Services Using Mobile Data Throughout All of Asia  
[https://www.cj-fund.co.jp/en/files/press\\_200909-en.pdf](https://www.cj-fund.co.jp/en/files/press_200909-en.pdf)

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