

For immediate release

November 7, 2018

Minnano Taxi Corporation

Vector, Inc.

Minnano Taxi Corporation and Vector, Inc., Sign a Letter of Intent to Form a Taxi IoT Digital Signage Business Partnership

New IoT Digital Signage to Be Installed in 10,000 Taxis—One of the Largest Fleets in Tokyo

Minnano Taxi Corporation (Head Office: Taito Ward, Tokyo; president & CEO: Kenji Nishiura; hereafter, “Minnano Taxi”) and Vector, Inc. (Head Office: Minato Ward, Tokyo; president & CEO: Keiji Nishie; Tokyo Stock Exchange First Section securities code: 6058; hereafter, “Vector”), have signed a letter of intent to form a partnership in a business involving the provision of Internet of Things (IoT) digital signage in the rear seats of taxi cabs.

Minnano Taxi is a joint venture established by Sony Corporation, Sony Payment Services Inc., and five taxi operators: Green Cab Co., Ltd.; Kokusai Motorcars Co., Ltd.; Kotobuki Koutsu Co.,Ltd.; Daiwa Motor Transportation Co., Ltd.; and Checker-cab co.,Ltd. Collectively, these five taxi operators currently own over 10,000 taxi cabs, the one of the largest fleets in the Tokyo metropolitan area. By March 2019, Minnano Taxi plans to provide taxi dispatching and digital payment services as well as an advertising service via the IoT digital signage installed in the rear seats of these taxi cabs.

Vector serves a solid customer base of about 25,000 companies annually as a comprehensive PR company, and has posted record-high sales and profit growth for eight consecutive years. It owns several subsidiaries offering services ranging from video production to video advertising distribution, and is working to meet customers’ needs in the rapidly growing video advertising market.

Based on the letter of intent, Vector will be responsible for operations of the IoT digital signage installed in the rear seats of the taxi cabs owned by the aforementioned five taxi operators that jointly established Minnano Taxi. Vector will install the new signage terminals, oversee media operations and sell advertising time. By collaborating with various sales partners and media firms, Minnano Taxi and Vector plan to develop and market an original advertising menu as a means to create a taxi signage network for one of the Tokyo metropolitan area’s largest fleets of over 10,000 taxi cabs. Moreover, the two companies intend to draw on the solutions they provide to offer services to taxi operators across Japan.

Overview of Minnano Taxi Corporation

Address: 1-24-2 Taito, Taito-ku, Tokyo
Established: May 31, 2018
President and CEO: Kenji Nishiura
Capital (including capital reserve): ¥6 million (As of September 3, 2018)
Main business: Development and provision of AI-based vehicle dispatching services as well as supply and demand forecasting services
Website (Japanese only): <https://www.mintaku.co.jp>

Overview of Vector, Inc.

Address: Akasaka Garden City 18th Floor, 4-15-1 Akasaka, Minato-ku, Tokyo
Established: March 30, 1993
President and CEO: Keiji Nishie
Capital: 2,195 million (As of August 31, 2018)
Main business: Strategic PR services in the marketing industry
Website: <http://www.vectorinc.co.jp/en/>

Enquiries regarding this press release

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Vector, Inc.

Corporate Communication

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