



ORIX to Launch Multilingual Information Service Platform for Inbound Foreign Tourists

TOKYO, Japan – April 18, 2018 – ORIX Corporation (“ORIX”) announced today the nationwide rollout of a multilingual information service that provides sightseeing and product information for inbound foreign tourists from the time the foreign traveler leaves home to the time they return.

This service provides unified multilingual regional information on sightseeing spots, accommodations, restaurants, shops and more by cooperating with local governments and auxiliary organizations nationwide. Inbound foreign tourists who visit each area use near-field communication (NFC)¹ or QR codes to obtain sightseeing and product information simply by using a smartphone.

Generally, inbound foreign tourists plan their trip based on information available in their own country. After arriving in Japan, they obtain travel information for each area and do some sightseeing. For their part, local governments and auxiliary organizations have been working independently on disseminating information in multiple languages to attract tourists. However, they currently have a number of challenges related to the installation of information signboards, construction of information systems and expansion of the travel information provided.

In this environment, ORIX has been working to develop an information service platform using primarily smartphones, with the goal of providing unique services that will stimulate tourism by connecting directly to the user experience from the time the foreign traveler leaves home to the time they return. The information has been developed by ORIX in cooperation with local governments and auxiliary organizations, and ORIX has tested the material in some regions, including Fukuoka in Fukuoka Prefecture, Ureshino in Saga Prefecture, Yufu in Oita Prefecture and Wakayama Prefecture. As a result of the tests, ORIX expects that many inbound foreign tourists will use the information, so ORIX has rolled this service out nationwide, built around the intersection of real-life contact points and ICT. ORIX is delivering the information tourists require during their stay in Japan—including transportation, sightseeing, accommodations and dining—and working to build an information distribution platform to support a stress-free experience for visitors to Japan.

In 2003, the Japanese government launched its Visit Japan campaign to encourage inbound tourism, and in 2017, a record high of about 28.69 million tourists visited Japan. In addition, under the “Tourism Vision to Support the Future of Japan” drawn up on March 30, 2016, a target has been set of 40,000,000 foreign travelers to Japan in 2020.

¹ The Near Field Communication standard. Enables data to be sent and received simply by touching an NFC-compatible device such as a smartphone.



Meanwhile, the Ministry of Land, Infrastructure, Transport and Tourism and the Japan Tourism Agency have formulated guidelines together for improving and strengthening multilingual tourism information, although other steps are required to build the information infrastructure needed to support Japan as a tourism nation.

ORIX plans to expand the service using an open innovation model, extending it beyond its own facilities by working with local governments and auxiliary organizations nationwide to bring the service to major sightseeing areas throughout Japan. By moving forward to provide travelers with timely, accurate, multilingual information, ORIX will extend its services beyond foreign visitors to include domestic tourists, contributing to establishing Japan as a tourism nation.

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About ORIX:

ORIX Corporation (TSE: 8591; NYSE: IX) is an opportunistic, diversified, innovation-driven global powerhouse with a proven track record of profitability. Established in 1964, ORIX at present operates a diverse portfolio of businesses in the operations, financial services, and investment spaces. ORIX's highly complementary business activities span industries including: energy, private equity, infrastructure, automotive, ship and aircraft, real estate and retail financial services. ORIX has also spread its business globally by establishing locations in a total of 40 countries and regions across the world. Through its business activities, ORIX has long been committed to corporate citizenship and environmental sustainability. For more details, please visit our website: <http://www.orix.co.jp/grp/en/>
(As of September 30, 2017)

Caution Concerning Forward Looking Statements:

These documents may contain forward-looking statements about expected future events and financial results that involve risks and uncertainties. Such statements are based on our current expectations and are subject to uncertainties and risks that could cause actual results that differ materially from those described in the forward-looking statements. Factors that could cause such a difference include, but are not limited to, those described under "Risk Factors" in the Company's annual report on Form 20-F filed with the United States Securities and Exchange Commission and under "(4) Risk Factors" of the "1. Summary of Consolidated Financial Results" of the "Consolidated Financial Results April 1, 2016 – March 31, 2017."