



Company Profile

— 2023/4 —



WILLER GROUP

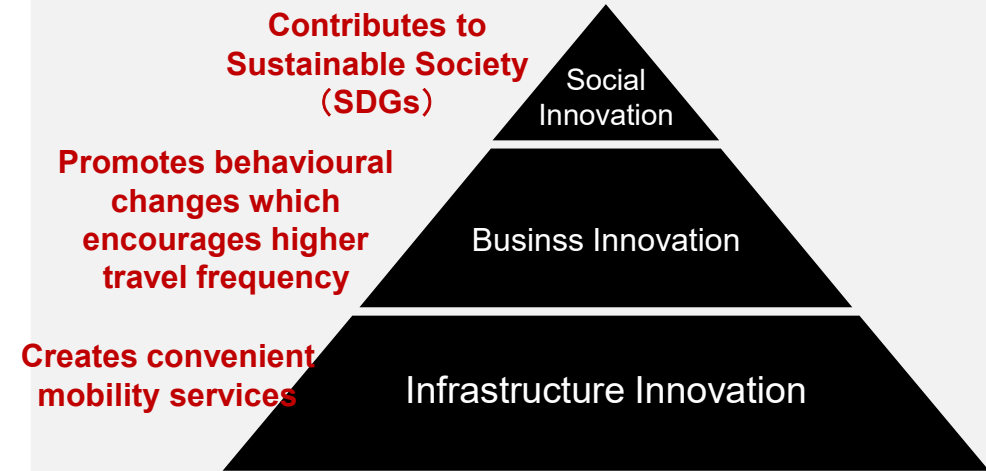
Mission

Mission has three meanings: **convenience**, **innovation**, and **sociality**.
These are based on **safety** and **security**.

To All Places,
For All People,
by All Ways,
with All Organizations & Technology.
FOR ACCESS ALL

Pyramid

WILLER aims to provide mobility accessibility for all.



Convenience

For all the travelers all over the world, we build a foundation for “comfortable” and “impressive” travelling.

Innovation

We use cutting-edge technology to create new value that solves the essential issues of our customers.

Sociality

By providing social infrastructure, we will deliver new experience value to as many people as possible and enrich the world.

Safety / Security

All our group companies will obey safety and security rules as a major premise for the customer peace of mind.

WILLER GROUP

WILLER, Inc.

- Develop new mobility services and solutions through marketing and technology
- Holding company



Domestic

ASIA・ASEAN Business

Transportation group

WILLER EXPRESS, Inc.

- Route bus / Chartered bus business

WILLER TRAINS, Inc.

- Railway business
Kyoto Tango Railway business

New Mobility

Community Mobility, Inc.

- mobi business
※ Joint venture with KDDI

Marketing & Solution

WILLER MARKETING, Inc.

- Operation of portal site “WILLER TRAVEL”

WILLER ACROSS, Inc.

- access network
• hotels, tourism materials, packages
• Entertainment

Cool Japan Travel, Inc.

- Tourism business
Tourism development around Japan anime and sub-culture
※ Joint venture with KADOKAWA

Singapore

WILLERS PTE LTD. (Singapore)

- MaaS platform
- DX/ mobility services
- ASEAN headquarters

Vietnam

WILLER VIETNAM Co., Ltd. (Vietnam)

- DX/ mobility services
- BPO/ transportation safety consultant

Taiwan

Kuo Kuang WILLER (Taiwan)

- DX/ mobility services

WILLER VTI Company Limited (Vietnam)

- System development

MAI LINH-WILLER CO.,LT (Vietnam)

- Intercity bus
- Car rental

others

Tantetsu Fund Inc.

- Investor type railway
- Fund business

Hotel Operation Systems, Inc.

- Management of Hotel Hakuba



Our Business



Marketing

- Marketing Business
(Development and Operation of Transport / Tourism)
- Management of WILLER TRAVEL booking website
- Domestic Transport Network Creation

Move

Move

- Highway buses of WILLER EXPRESS
- Tokyo Restaurant Bus/ Kyoto Restaurant Bus
- Route bus “IKEBUS” operation
- Operation of Kyoto Tango Railway
- On-demand transportation service 「mobi」
- Autonomous driving service

Contents・Solution

Marketing

WILLER

Contents ・ Solution

- Creation of transportation network (Bus, Ferry, Aviation, Railway)
- Creation of mobility added value (hotels, tourism materials, packages) and mobility experience value (entertainment)
- Provision of marketing and business solutions



Move

- Highway buses of WILLER EXPRESS
- Tokyo Restaurant Bus/ Kyoto Restaurant Bus
- Route bus “IKEBUS” operation
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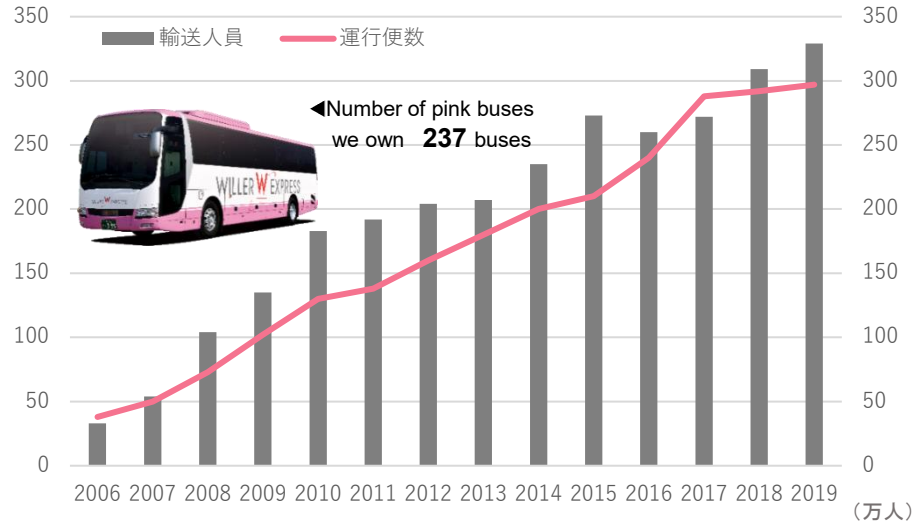
Bus

- Highway buses of WILLER EXPRESS
- Tokyo Restaurant Bus/ Kyoto Restaurant Bus
- Route bus “IKEBUS” operation

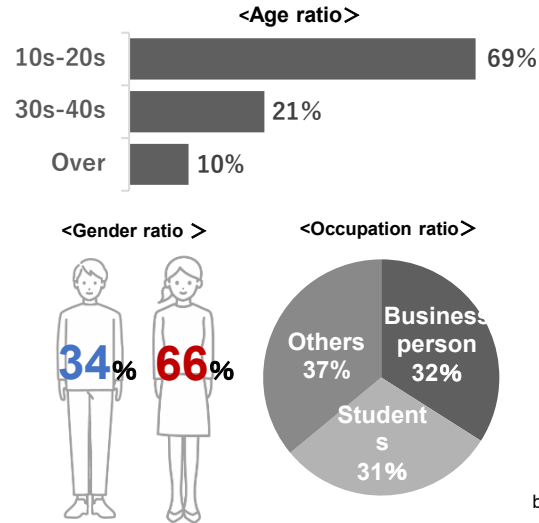
Bus

Every day, the express bus "WILLER EXPRESS" operates 23 routes and 417 flights throughout Japan.

Changes in the number of passengers and bus services per year



Age ratio



Original seats



Support for safe operation using the latest IoT

① Immediate sharing and guidance of minor incidents



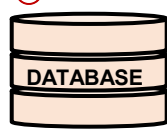
- Understanding unsafe driving information
- Understanding the health condition of the driver

② Real-time monitoring and driver support



- Collision damage mitigation braking
- Face recognition camera
- Driver's drowsiness detection sensor
- Dashcam/digitacho

③ DATA



Data analysis and utilization

- Route change
- Break location change
- Working schedule improvement



Big data coordination of other companies

- Weather
- Transportation information

Promotion of health management



In addition to regular health examinations twice a year, public health nurses provide health improvement guidance. We also support safe driving by setting up "Shinkiba BASE" equipped with "Shinkiba DINING" that supports the driver's accommodation and health.

To travel with peace of mind

The height of the partition has been doubled



Installation of antivirus device



Visualize congestion



Cleaning and disinfection



Air inside the bus is completely replaced in 5 min



In addition to operation of express buses, content buses and regional transportation that bring out the charm of local region, we also operate the passenger-cargo consolidation business and baggage delivery services to hotels using our intercity bus network.

●About IKEBUS

The electric bus "IKEBUS" that connects the main spots in Ikebukuro has been in operation since November. In the Ikebukuro area, where the entire city is undergoing major changes as an "international art and culture city," IKEBUS functions as a mobile device that seamlessly connects attractive spots dotted throughout the city. By expanding the range of activities and encouraging migration, it supports the movement of people, connects cultures, and creates even more liveliness in the city.



The 10 eye-catching bright red city buses all have respectively different design, which provides an exciting riding experience. The buses run along two routes every 20 minutes connecting major spots such as Ikebukuro Station, parks and commercial facilities.

●Tokyo Restaurant Bus

Thinking of the entire city as a restaurant, we offer time and dishes that you can never experience again. There are two courses, lunch and dinner. It takes two and a half to three hours to tour the sights of Tokyo all at once. From the refreshing open-top bus, you can relax and enjoy sightseeing in Tokyo from a different perspective.



Toast while enjoying the night view of Tokyo on the open top bus!



A wrapping bus that expresses Tokyo's "overflowing cityscape" with wine glasses, pasta, and tableware



There are two courses, Western style and Japanese modern. The content changes depending on the season.

●Passenger-cargo business

WILLER EXPRESS has been involved in "passenger-cargo business" service that transports and operates luggage together with its passengers to further utilize its high-speed bus network to facilitate logistics services, reduce vehicles' CO2 emissions and solve issues such as truck drivers shortages.



「 Kawasaki factory night view course 」 (Tokyo Restaurant Bus)

It is a popular course that will start operating for a limited time in June 2022, and will be sold out on the day of the sales start, and will be sold as a regular course from 2023. You can enjoy an extraordinary time while watching the fantastic factory night view that Kawasaki is proud of and enjoying an authentic French full course.

●Kyoto Restaurant Bus

The bus with the theme of "long-established restaurant" has a lot of Japanese design such as stairs made of real stone and lanterns. It takes you to popular sightseeing spots in Kyoto and connect their attractions. From December 2019, a new course where you can travel around with Maiko started. You can fully enjoy Kyoto not only as a meal but also as an experience.



Full wrapping with Japanese-style illustrations that match the scenery of Kyoto



Stairs made of real stone



The course where you can travel with Maiko



The interior is like a long-established Japanese style restaurant

Trains

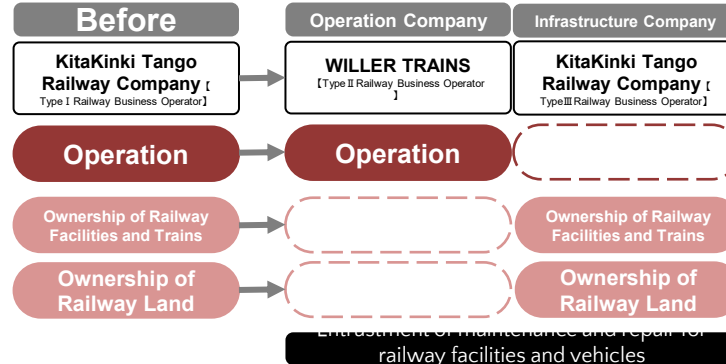
- Railway business
Operation of Kyoto Tango Railway



Trains Business Unit

Operation started on April 1, 2015. The Kyoto Tango Railway is a railway with a total length of 114 km and a total of 32 stations, connecting the following three lines: "Miyamai Line" connecting Maizuru City and Miyazu City of Kyoto Prefecture. "Miyatoyo Line" connecting Miyazu City to Toyooka City in Hyogo Prefecture via Yosano Town and Kyotango City. "Miyafuku Line" connecting Fukuchiyama City and Miyazu City. The number of trains owned is 34. Tango Railway is lovingly nicknamed Tantetsu. Approximately 1.58 million take Tantetsu per year

●Operation of Kyoto Tango Railway



●Three "sightseeing trains" to enjoy Tantetsu

Restaurant Train Tango Kuromatsu

In the luxurious natural wood train atmosphere, you can enjoy a course meal made from local ingredients, along with beautiful sea, mountain range, and idyllic rural scenery.



Good for communication Tango Akamatsu

The warm wood grain interior in this sightseeing train gives a peace vibe. There are various seat type available, such as sofa seats and counter seats, so you can indulged in an engaging communication comfortably.



Ride anytime Tango Aomatsu

Various types of seats, like showcase seats, counters seats or sofa counters for you to enjoy the amazing scenery from the window. This is a sightseeing train that you can easily hop on and enjoy with a normal fare ticket only.



●Operation area of Kyoto Tango Railway



Connecting Kyoto ⇄ Amanohashidate in just about 2 hours, the limited express "Umi no Tango" reminisce the beautiful sea of Tango and is accessible from Keihanshin area.



Limited express "Sea of Tango"

Trains Business Unit

Our journey in becoming the "railway loved by the local community"

We develop various initiatives and services together with local residents living along the railway line. *Since the vertical separation in 2015

- April 2015
Japan first vertical separation Start of operation for "Kyoto Tango Railway"



- Changed 3 routes and 7 stations to names which are "easy to remember and understand" for the locals



- Conducted a hearing session with inbound tourist with respective nationality in trains stations

Developed travel products based on data



- Developed and sold 5 kinds of original local coffee blend called "Tantetsu Coffee" which is inspired by Tango to generate new topic



- Sound branding by introducing station melody such as "the sound of the wave" and "the sound of sand" which gives a Kyoto seaside feel



2020

- Introduced a stress free experience introducing Japan first VISA touch pa service on train



2019

- Started web reservation and sales on booking website WILLER TRAVEL
Marketing from customer acquisition to overall support



- Planned and held Daitan Iron Festival which sees about 10,000 participants (mainly local residents)



- Changed day time trains to hourly schedules which improved convenience for local users and ease understanding for visitors

行先	種別	発車	到着	種別	行先
下り	普通	6:20	6:40	上り	普通
下り	普通	7:23	7:43	上り	普通
下り	普通	8:09	8:29	上り	普通
下り	普通	9:00	9:20	上り	普通
下り	普通	10:00	10:20	上り	普通
下り	普通	11:00	11:20	上り	普通
下り	普通	12:00	12:20	上り	普通
下り	普通	13:00	13:20	上り	普通
下り	普通	14:00	14:20	上り	普通
下り	普通	15:00	15:20	上り	普通
下り	普通	16:00	16:20	上り	普通
下り	普通	17:00	17:20	上り	普通
下り	普通	18:00	18:20	上り	普通
下り	普通	19:00	19:20	上り	普通
下り	普通	20:00	20:20	上り	普通
下り	普通	21:00	21:20	上り	普通

2016

- Developed various types of fare tickets 「Family Tickets」 「Sightseeing Tickets」



Cooperate with local community to increase population interactions

- Opened a "railway business school" to support entrepreneurs nationwide, and realized the sales of new goods like "train figurines" created by students



- Distributed "Tantetsu Children Newspaper" to local elementary school students to increase awareness and foster familiarity among a wide range of generations



2018

- Passenger-cargo business using railways The first passenger-cargo consolidation business in Japan for the purpose of agricultural promotion and regional revitalization



- Opened Tantetsu EC Shop to convey the charm of the region



- Created opportunities for residents to interact every season using sightseeing



- QR payment service that realizes seamless movement Promoted accessibility by combining trains and other transportation access across a wider area



2015

- Foster Tantetsu fans by organizing a photo contest for Tantetsu train



New Mobility

- On-demand transportation service 「mobi」
- Autonomous driving service



A mobility service **tailored to the**
needs of each and every community and region
Accessibility and freedom to travel for all people, which **revitalizes the**
region and town



WILLER's MaaS

WILLER aims to realize a sustainable society and "provide accessible transportation to all people",
We are working on new mobility services in Japan and ASEAN.

A town where you can live with peace of mind, even in the next 10 years



Mid-generation family with children
Working style reformation



Elderly population



Declining birthrate and educational disparity



Traffic congestion and environmental problems



Lack of drivers



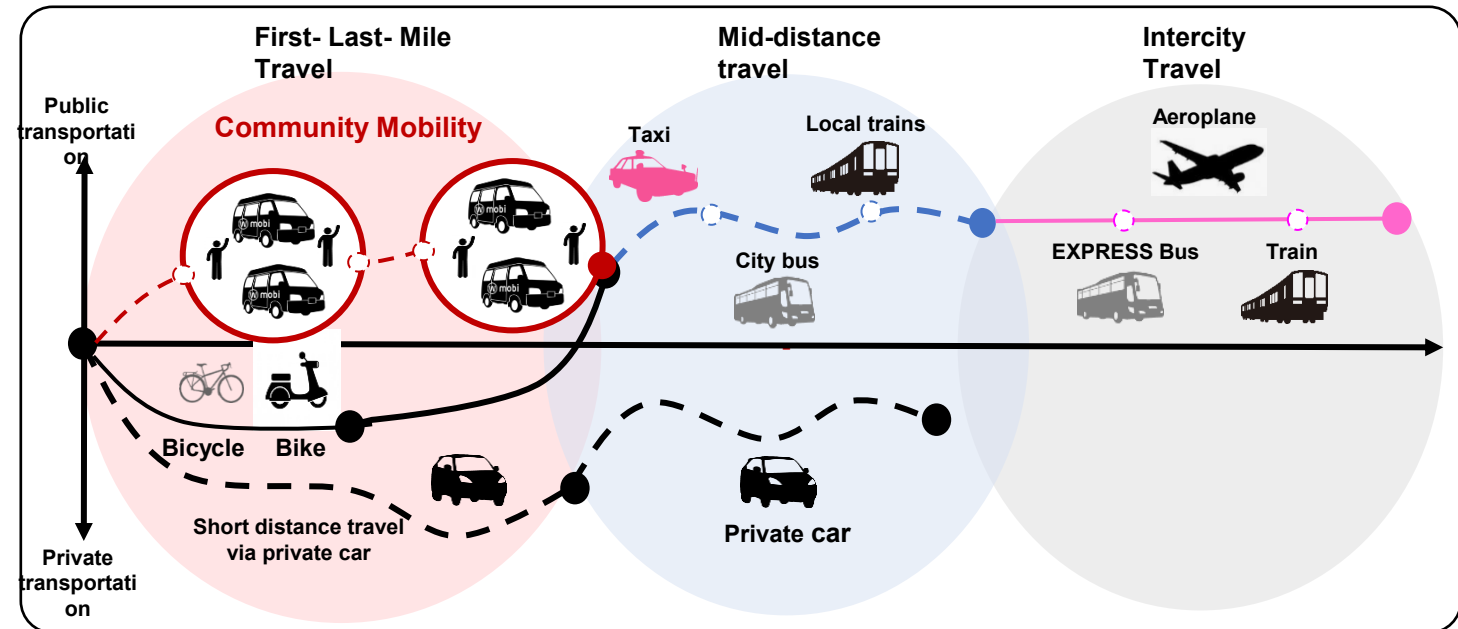
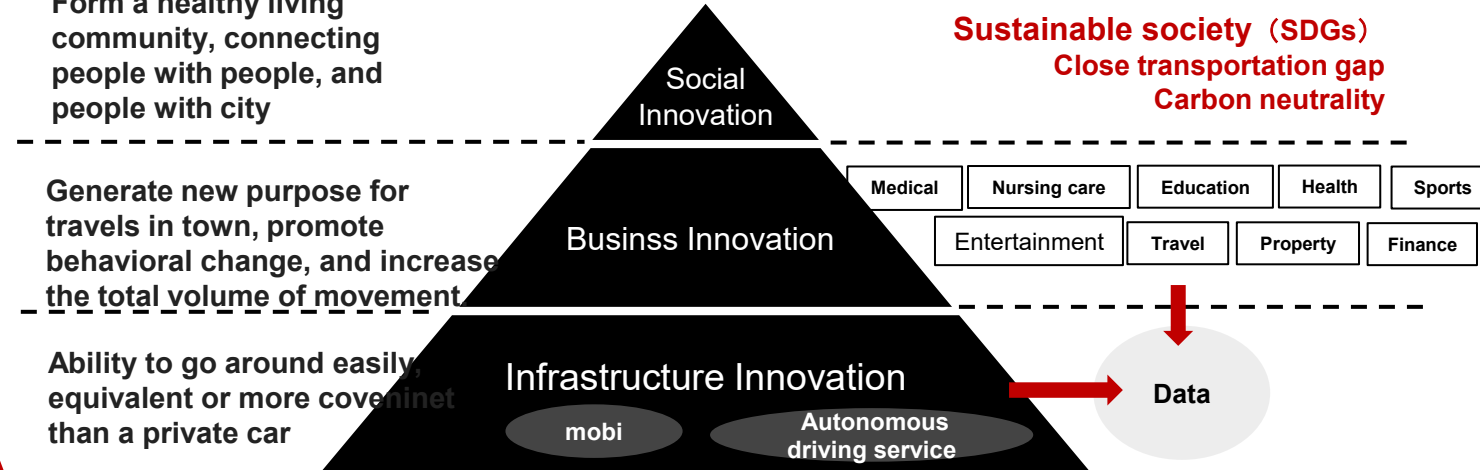
Decrease in public transportation usage
High dependence on private cars

Form a healthy living community, connecting people with people, and people with city

Generate new purpose for travels in town, promote behavioral change, and increase the total volume of movement

Ability to go around easily, equivalent or more convenient than a private car

Sustainable society (SDGs)
Close transportation gap
Carbon neutrality

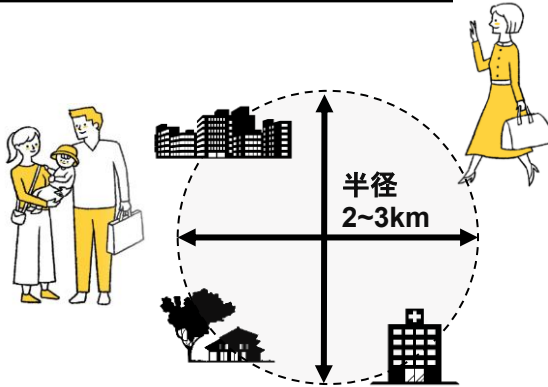


"mobi", a mobility service within the area with unlimited rides at a fixed monthly rate

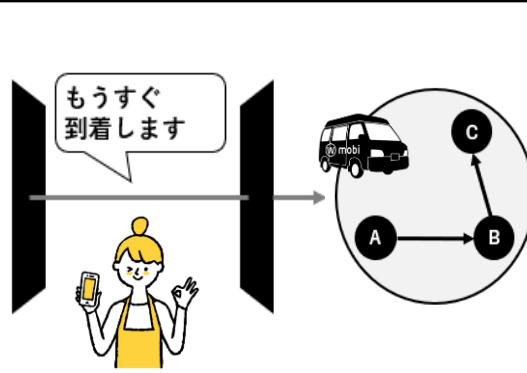
Based on the concept of "Community Mobility", where people connect with each other and a community is created.
Just book via an app or phone call, the vehicle will pick you up and send you to your destination via the most optimal route.



Point#1
Short distance travel replacing walking or use of bicycle

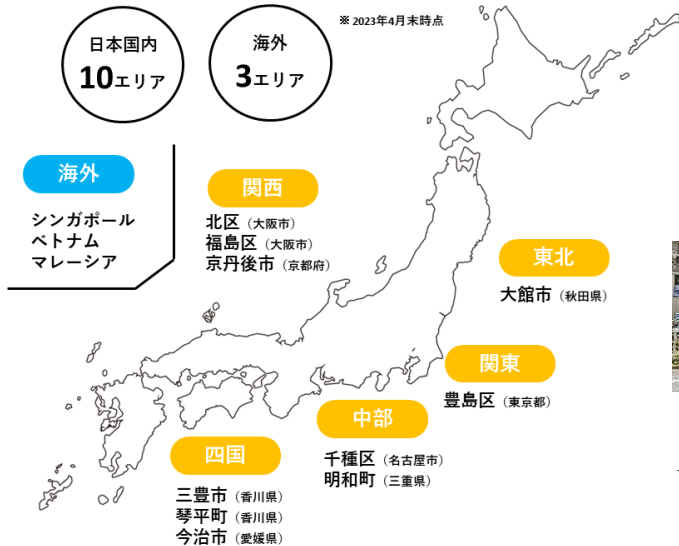


Point#2
Book easily via an app or phone call



Point#3
Fixed rate unlimited rides and hassle free payment

1人目 お父さん ¥5,000	+	2人目 お母さん ¥500	+	3人目 こども ¥500
= 家族3人みんなで ¥6,000/30日 / ひとりあたり ¥2,000/30日				



Toshima Area

[Start date] 21 April 2022 (Thurs)
[Operation time] 7am~10pm
[Operation area] Toshima-ward, Tokyo
[Vehicle type] Minivan



Outings with children become easier
I can access to further destinations

Kyotango Area

[Start date] 30 June 2021 (Wed)
[Operation time] 8am~9pm
[Operation area] Mineyama town and Omiya town, Kyotango city
[Vehicle type] Minivan



I rely less on private car for commuting and send offs
Even students and elderly living in the local area can travel around easily

Nagoya Area

[Start date] 6 December 2021 (Mon)
[Operation time] 7am~10pm
[Operation area] Part of Chikusa-Showa-Naka ward, Nagoya
[Vehicle type] Minivan



Outing frequency increased
Our family eat out more

Singapore Vietnam Malaysia



Autonomous driving service

We are conducting demonstration trials to achieve a higher technology standards and commercialization of autonomous vehicle inside and outside of Japan

●2 commercialized routes

Singapore

Gardens by the Bay (Main target : Tourists)

The autonomous vehicle itself is an attraction in the park and the operation is based on a new model which makes use of the potential of autonomous vehicle driving, on top of that providing a value-added entertainment experience. Instead of acting as a transportation only.



Track record of 4000 paid users

Singapore

Jurong Lake Gardens (Main target : Local residents who live nearby)

We are conducting demonstration trials to understand the needs and acceptance level for autonomous vehicles among local users. In addition to improved accessibility, we will also verify the safety, effectiveness and sustainability of this people mover system for usage during JLG completion in 2022..



●Trials in 5 locations in Japan

Japan

Keihanna Science City February 2021

We conducted an autonomous vehicle pilot trial corresponding to the new normal.



Combining with local programs, such as fitness programs and comfortable teleworking environment experience, we developed new mobility services tailored to the travel purposes, rather than autonomous driving as an alternative to existing transportation.

A シニアフィットネスプラン

【応募条件】 60歳以上の方
【実施日】 2月16日(火)~19日(金)
【所要時間】 約13時間
【プログラム】 ① 自動運転バスに乗車しKICKまで移動
② プロのトレーナーによるフィットネスプログラム受講
フィットネスアプリを使って継続的に運動！

B 快適テレワーク&フィットネスプラン

【応募条件】 在宅勤務経験者
【実施日】 2月13日(土)、14日(日)
【所要時間】 約2時間
【プログラム】 ① 自動運転バスに乗車
② シニアササキ「リブPPA」移動
③ はいはんな記念公園から「はいはんなプラザホテル」まで
④ プロのトレーナーによるフィットネスプログラム受講
⑤ ホテルの一室にて在宅勤務体験
⑥ はいはんなコラボマルシェでヘルシーメニューを調達
(昼食のみ・実費)
フィットネスアプリを使って継続的に運動！

Japan

Toshiwa ward, Tokyo March 2021

We conduct trials to verify the improvement of mobility access by connecting autonomous vehicle to public transportation and verified the effectiveness of autonomous vehicle as a new mobility service tailored to the needs and purpose of the driving area, rather than as an alternative to replace existing transportations.

Food delivery trials



Autonomous driving on public roads



Transfer with public transportation "IKEBUS"



Japan

Nagoya city, Aichi

August ~ October 2021 (Tsurumai)
September 2022 (Meiekinami-Sakaeminami)



This trial was conducted as part of the 2021 autonomous driving demonstration experiment in Aichi Prefecture with the aim of building a viable business model, and the route includes main road with high traffic in urban areas. The autonomous vehicle act as a transportation landmark and was used by many local people for a long period of time (two and a half months).



The naming symbolizes the prefecture's hope and desire that this new mobility will lead to a new transformed Aichi. It is inspired by the "Nana-chan dolls" which is the symbol image of Nagoya, and "Namo" which means "I" in the Nagoya dialect.



Japan

Tottori city(Tottori sand dunes) February ~ March 2022

We conducted a demonstration experiment on the theme of building sustainable local public transportation and tour tourism services using autonomous driving services.



<Trial objectives>

- ① To verify autonomous driving technology (driving performance with changes on road surface conditions during winter and road structure requirements for smooth operation) and education necessary for operators (autonomous driving knowledge and operation know how).
- ② Operated as an attraction autonomous vehicle by having projections of sand dunes and sightseeing spots on the vehicle window to verify the acceptability of a value-added mobility experience.
- ③ To verify the use of autonomous vehicle for sightseeing contents by improving accessibility for tourist spots around the area.

Japan

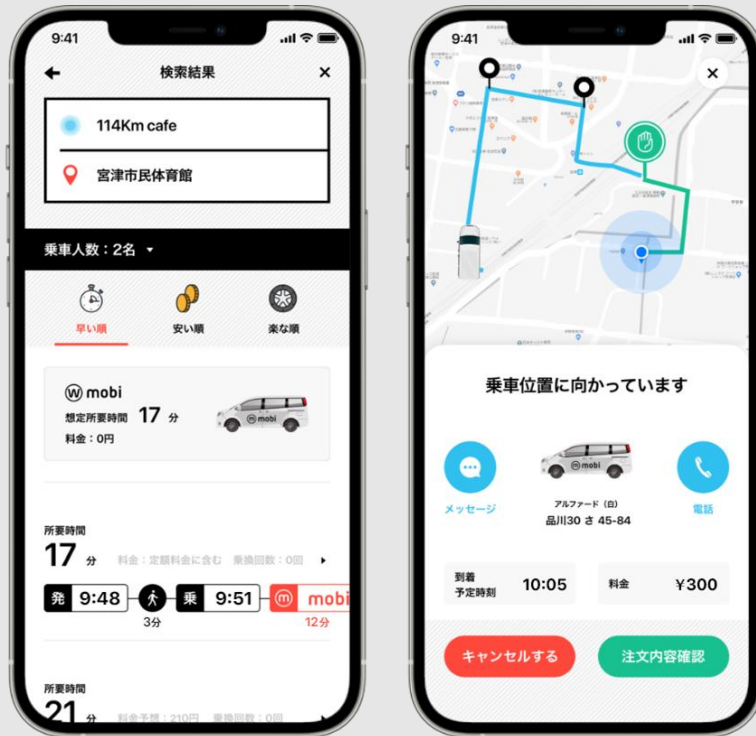
Seaside area, Tokyo 28 January ~6 February 2022

The "Odaiba City Value Up Project", which aims to improve the city value by combining self-driving transportation services and content that creates bustle in cooperation with surrounding facilities, has started. As one of the initiatives of "Experience the next-generation mobility town", we held an eight-day self-driving experience.



A MaaS app which is not only used for booking of AI on-demand service “mobi”, but also inclusive of a QR code payment and multi-modal transportation search function

MaaS app



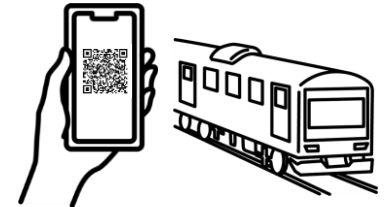
1 Booking of AI on-demand mobility service “mobi”

Book via app and share a ride with people in the same community. The AI routing will determine the most optimal route to pick you up to your destination. Bookmark or check history to access frequently travelled locations. Even your family members, or non-subscribers (like colleagues or friends) can make a booking easily.



2 Easy payment via QR code

Simply scan the QR code for payment when boarding the Kyoto Tango Railway. A seamless, stress free experience where there is no need for manual ticket purchasing.



3 Multi-modal search function for various transportation mode

In the Kyoto Tango Railway compound, you can also use the app to search for transfers from “mobi” to public transportations like trains.



Marketing

- Marketing Business
(Development and Operation of Transport / Tourism)
- Management of WILLER TRAVEL booking website
- Domestic Transport Network Creation



WILLER

バス ツアー・ホテル フェリー 観光ツアー 京都丹後鉄道

高速バス
夜行バス
ツアー一覧

WILLER

フェリー 観光ツアー 京都丹後鉄道 エンタメ企画

TOUR

夢が現実に あなたの人生を彩る
Real Contents World

様々なエンタメコンテンツとコラボしたイベントをご用意。
特別な空間・体験をお楽しみください！

すべて

俳優・タレント

アスリート

声優

アーティスト

アニメ・ゲーム

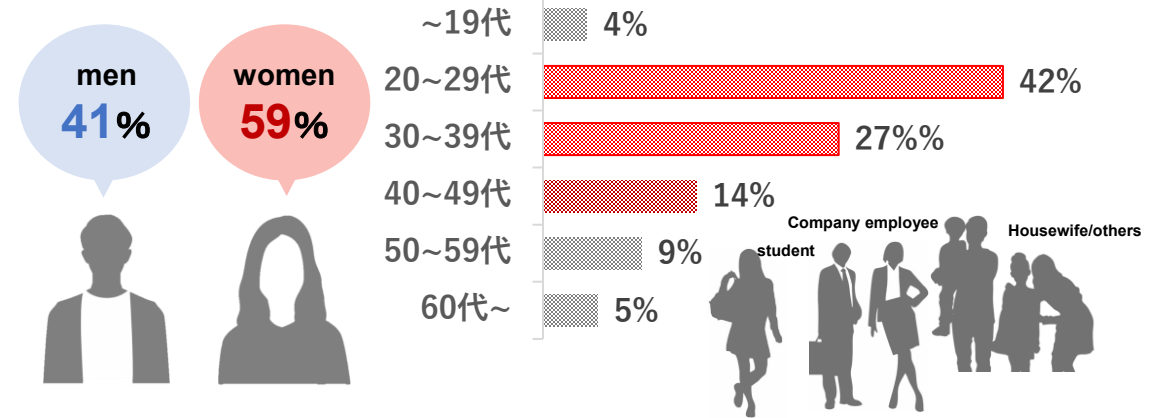
Travel Business Unit

We operate **the travel portal site** used by **about 4.05 million people** per year and provide comprehensive transportation solutions such as various tickets that can be reserved and purchased for all highway buses, ferries, taxis, railroads and hotels all over Japan, tours, animation tourism with the theme of Japanese subculture.

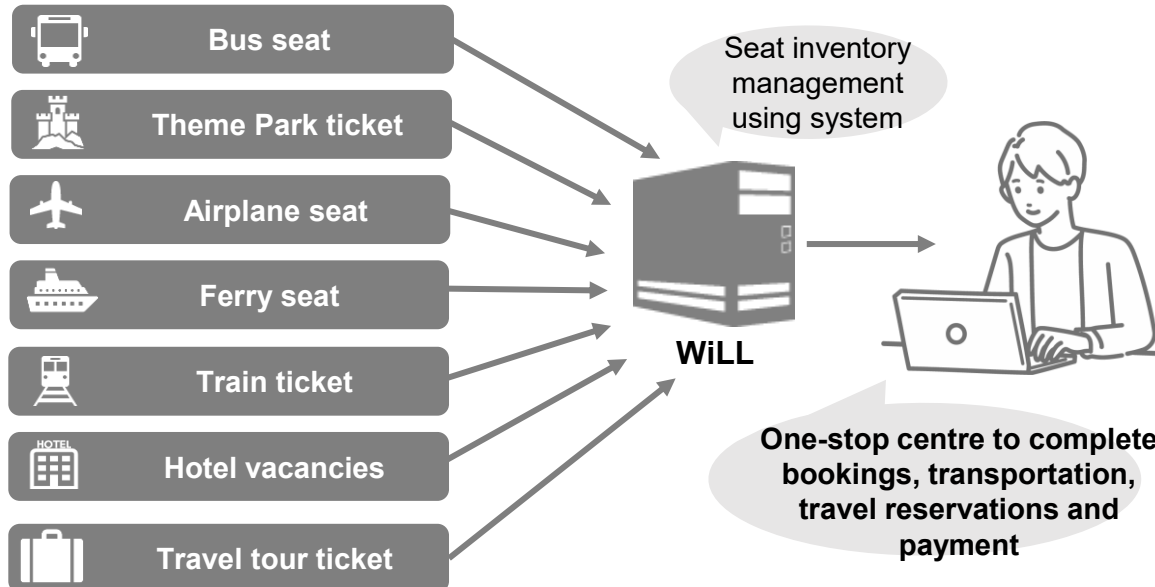
●Booking Site"WILLER TRAVEL"



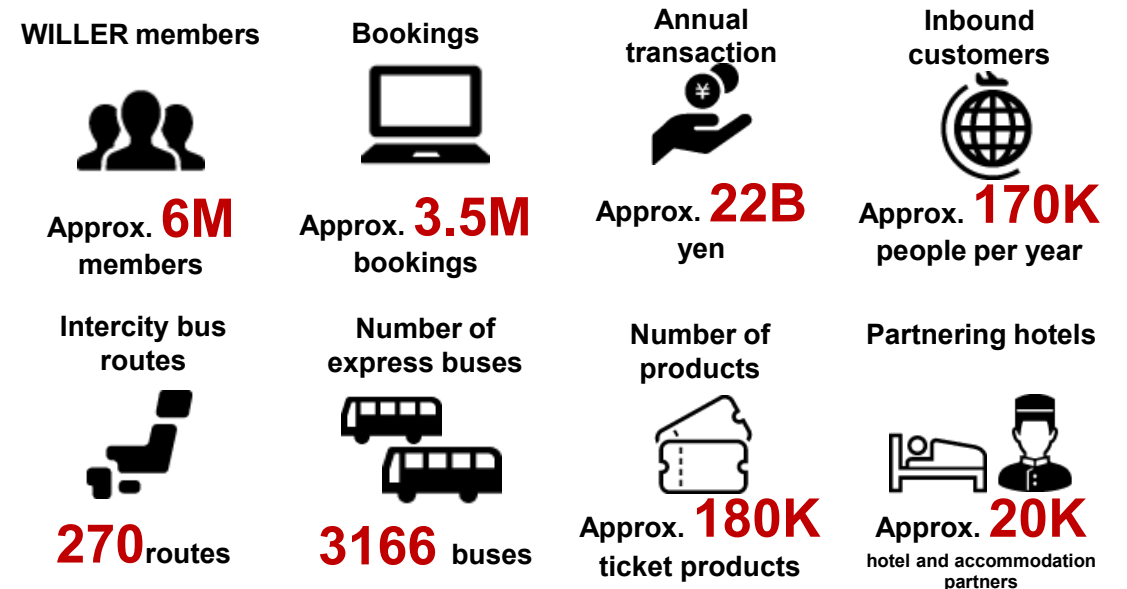
●WILLER user attribute



●Booking backbone core system WILL System



●「WILLER TRAVEL」 booking website via figures



Contents ▪ Solution

- Creation of transportation network
(Bus, Ferry, Aviation, Railway)
- Creation of mobility added value
(hotels, tourism materials, packages)
and mobility experience value (entertainment)
- Provision of marketing and business solutions



人気の観光地

豊富な運行路線の高速バス、夜行バスを
活用して様々なツアー商品、パッケージ商品を展開中！



京、大阪、名古屋、九州
ど！日帰りバスツアー
♪ 軽井沢プリンスホテルレウェ
♪ ランチbuffetプランなど
往復バス+ランチbuffet
東京発 ¥9,700～



天橋立・伊根・城崎・舞鶴の
旅
日本三景のひとつ天橋立や伊根、城
崎温泉をはじめとする北近畿エリア
の交通・体験・観光・ホテルをセッ
トにしたアンビツクせるプランを發
売。



高速バスで行く『京都旅』
観光に便利なオプションや、お得な
バス+宿泊プランもご用意してお
ります！
往復バス+宿泊
東京発 ¥14,180～



高速バスで行く 上高
東京、大阪、長野発。日帰
ルがセットになった宿泊プ
ランを販売中！
往復
新横浜 ¥21



高速バス・夜行バスで行く
九州特集
おすすめツアーが満載！
往復バス+福岡宿泊
¥10,100～



【東京・京都】レストランバ
ス
オープンルーフのレストランバスで
シェフこだわりのコース料理を
しめくください！



Your Dream World,
Right Before Your Eyes

夢みた世界を、目の前に

SERVICE PROJECT News

UPDATES

01/31
【開催レポート】三山ひろしデビ...

01/16
【開催レポート】STU48 X...

08/17
【TV放映】カワスイマースク...



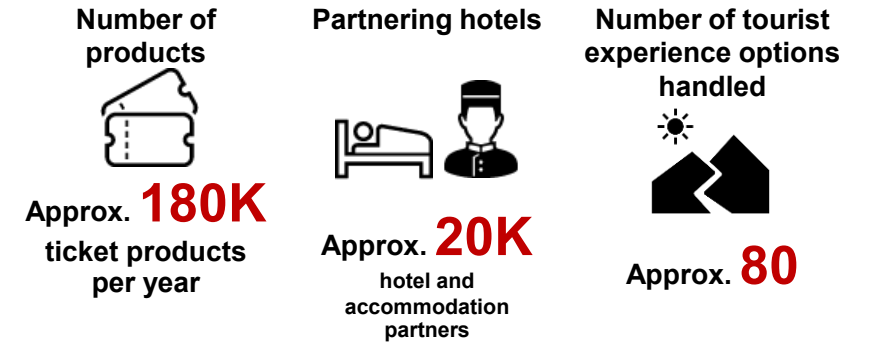
We have built a transportation network of more than 150 companies nationwide, including highway buses, ferries, taxis, railroads, and aviation. We are developing various solutions centered on mobility.

●Product business (to Customer)

Creation of transportation network



Creation of mobility added value



移動体験価値の創造（エンタメ）

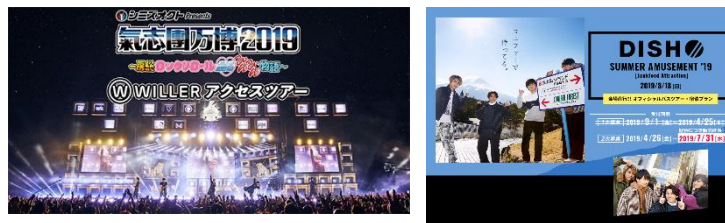
● Fan tour

Conducted in places related to cast/talent
Developing planned travel products that
incorporate the use of mobile spaces and
special content experiences



●Live access tour

A project that includes access to each venue
according to the live tour.
Set products with hotels can also be sold



●Remote travel

A tour using online tools will be held under the
theme of “a new form of travel that allows you to
connect even if you can’t meet.”
A project that can only be done online.



By linking with customers (fans) in collaboration with various contents such as "moving x artists", we will create special spaces, provide moving experiences, solve customers' problems (fulfill their wishes), and create potential opportunities. And fostering further artist love.

In addition to content tourism that combines travel with various artists and content, we provide marketing and solutions.
We are developing services that solve regional and social issues, such as creating new moving experiences.

Restaurant Bus

Debuted in 2016 with the concept of “Let’s eat Japan that can only be found there!” Through the fusion of “movement” and “food”, we will create encounters with producers, local people, ingredients and dishes that they see for the first time, and provide new impressions to travelers.
It operates in 19 cities nationwide (as of April 2022).



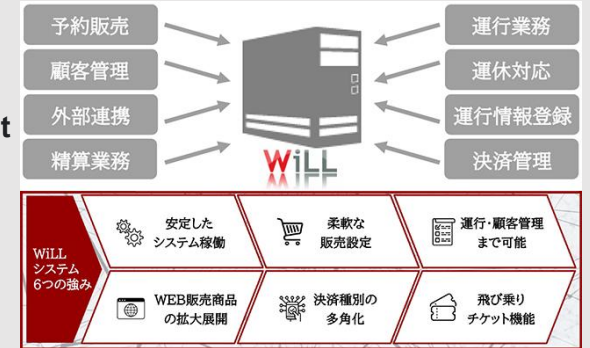
Kyotango City × Peach × WILLER

Kyotango City, Peach, and WILLER will launch the "Kyotango City, Peach, and WILLER Regional Revitalization Joint Project" on July 28th. did.
Kyotango City is far from the airports and Shinkansen stations that connect the Tokyo metropolitan area, and attracting tourists from distant places such as the Tokyo metropolitan area is an urgent issue. This is a new attempt to revitalize.



WILL system rental

We provide a system developed independently by our company that has various functions such as reservation sales, operation, customer management, and settlement operations.



Cool Japan Travel, Inc.



A content planning company jointly established by KADOKAWA, and WILLER With the mission of "The world you dreamed of, in front of you", we are creating a new lifestyle by fusing all kinds of content in Japan and mobile experiences.

Premium Fun Tour



Party ride



Hotel collaboration stay



Sakura town hopping



Rimotora



Dream Camp



WILLER is actively engaged in multiple initiatives in transportation and mobility solution.

Association for Promotion of Japan Sea Routes (Vice president)

Increase tourists number and interactions for economic development along the Japan Sea

This association was established by five parties, the Niigata City, Tsuruga City, Maizuru City, Toyooka City located near the Japan Sea with WILLER Co., Ltd. In April 2018 with the aim of economic development by creating more population interactions for a newly created tourist route connecting attractions near the Japan Sea. Subsequently, "Sado City", "Kaga City", "Nagahama City" and "Miyazu City", 8 municipalities, 94 companies and organizations, and 3 observers also participated in this association.



Anime Tourism Association (Director)

Wide-area tour route connecting real-life anime locations Creation under the cooperation between the public and private sectors

By selecting 88 "anime real-life anime locations", from the settings of animes, museums, facilities, and so on, and organizing and creating wide-area tourism routes, we promote the creation of tourism resources and the travel of international tourists to each area.



Chairperson : 富野 由悠季
Chief director : 石川 和子 (Director of The Association of Japanese Animations)
Vice chairperson : 井上 伸一郎 (Kadokawa Corporation)
Executive Managing Director : 鈴木 則道
Auditor : 上住 敬一 (CEO of Bizadvisors. Inc.)

Director :
okio Marine & Nichido Fire Insurance Co., Ltd., JTB Corp., Narita International Airport Corporation
Japan Airlines, WILLER, Inc., Yamatogokoro, Inc.

JAPAN BUS LINES Association (Bureau)

Provide the service that allows inbound travelers to travel easily, conveniently, and with peace of mind throughout Japan



With the alliance of 65 highway bus operators nationwide, all buses in 40 prefectures and 108 routes nationwide can be reserved, settled, and boarded according to the same rules.

●Sales of "JBL PASS"

The unlimited ride pass available for about 100 routes handled on the JBL site.

●Pictograms used on the JBL site

A pictogram specializing in bus equipment. The purpose is to convey the equipment to international travelers visiting Japan who do not understand Japanese

● **Multilingual translation guidelines** Based on the guidelines of the Japan Tourism Agency issued in March 2014, the guidelines are mainly formulated with the notation used for bus stops.

Highway Bus Safety Promotion Consortium (Bureau)

Enlightenment of "everyone's rules" for safe traveling for the purpose of fostering "safety" for highway buses in the corona crisis

Established in August 2020, Willer and Rakuten Travel serve as secretariats for this consortium. 64 intercity bus operators nationwide who support this initiative participated as members, and this consortium aims to eliminate customer concerns when using intercity buses. Together with operators and companies, we are working to bring forth peace of mind for all customers and stakeholders..



WILLER GROUP Corporate History

1994	May	West Japan Tours, Inc. was founded in Kita-ku, Osaka.
2001	July	The operation of highway tour buses between Tokyo and Osaka started.
2005	June	Established Nishinihon Holdings, Inc. (Currently WILLER, Inc.)
2006	July	The operation of "WILLER EXPRESS", the highway tour buses started, and bus routes were expanded all over Japan
2007	June	The operation of WILLER EXPRESS's first original seat "RELAX" started.
	July	Safe operation conference was established.
2008	April	Mobile website opened
2009	June	WILLER TRAVEL multilingual website opened
2010	January	WILLER Property Insurance Service, Inc was established.
	April	"WILLER Bus Terminal Shinjuku West Exit" opened in Shinjuku of Tokyo (Closed in April 2016)
	July	"Japan Bus Pass", the unlimited ride highway bus pass for international travelers was released.
2011	February	A portal website for booking tickets of ferries and ships opened.
	April	"WILLER Bus Terminal Osaka Umeda" was opened in Osaka Umeda.
2012	January	WILLER EXPRESS, Inc was established.
2013	July	WILLER EXPRESS started the operation as a route bus.
	August	WILLER TRAVEL (Currently WILLER, Inc.) opened WILLER EXPRESS CAFÉ in Osaka Umeda (Closed in December 2020)
2014	March	WILLER TRAVEL (Currently WILLER, Inc.) started selling highway bus tickets throughout Japan.
	March	WILLER TRAVEL (Currently WILLER, Inc.) started selling hotel reservations individually.
	July	WILLER TRAINS, Inc. was established.
2015	April	The operation of Kyoto Tango Railway was started as a second-class railway company.
	June	WILLER TRAVEL (Currently WILLER, Inc.) opened "SMART TRAVEL Website" (Closed in September 2018)
2016	April	Tantetsu Fund, Inc. was established.
	September	The operation of "Restaurant Bus" started.
		WILLER VIETNAM Co., Ltd. Was established.
2017	January	MARUNOUCHI TRAVEL LAB opened in Yurakucho, Chiyoda-ward. (Closed in March 2019)
	February	The operation of WILLER EXPRESS "ReBorn"
	November	MAI LINH - WILLER CO.,LTD was established in Ho Chi Minh
	December	Agreed to invest in "Kuo Kuwang Holiday, Co., Ltd.", the travel agency in Taiwan.
		Later, the company name was changed to Kuo Kuwang WILLER, Co., Ltd.
2018	May	WILLERS PTE. LTD. was established.
2019	May	New type of local trains was introduced for the first time since the start of operation as Kyoto Tango Railway
	June	Demonstration experiments of autonomous driving started in Singapore
	July	The 1 st "MaaS Meeting 2019" was held.583 people participated.
	August	WILLER app was released. (MaaS app)
	October	The autonomous driving service at the Gardens by the Bay of Singapore started.
	November	The operation of "IKEBUS" the community bus in Toshima ward and around Ikebukuro station started.
2020	February	The QR code payment function was added on WILLER app
	July	JP PLAZA where Japanese culture can be experienced open at "Breeze Nan Shan atre" in Taipei.
	November	Visa touch payment was introduced at Kyoto Tango Railway
2021	April	WILLER VTI Company Limited was established
	June	AI on-demand service "mobi" started in Kyotango
2022	January	Community Mobility Co., Ltd. was established



RELAX



WBT Shinjuku West Exit



WBT Osaka Umeda



Booking Site
"WILLER TRAVEL"



Kyoto Tango Railway



Restaurant Bus



ReBorn



Singapore Autonomous Driving



Mai Linh WILLER EXPRESS



IKEBUS



mobi



Visa touch payment was introduced at Kyoto Tango Railway



WILLER App

WILLER GROUP Company Profile

● WILLER, Inc.

Address : [Headquarters] Umeda Sky Building Tower East 6F, 1-1-88-600 , Oyodonaka, Kita-kum Osaka
[Tokyo Office] Arco Tower 7F,1-8-1,shimomeguro,Meguro-ku,Tokyo,153-0064
[Toyooka Office] Tanba Chiiki Sangyo Shinko Center, 1-79, Oiso-cho, Toyooka, Hyogo, 668-0041

Established : June 2005

Sales : 21.6 billion JPY (Sales of all group companies / Results in 2019)

Number of employees : 867 (All group employees / As of December 2019)

● WILLER EXPRESS, Inc.

Address : [Headquarters] 1-18-13, Shinkiba, Koto-ku, Tokyo, 136-0082
[Osaka Office]
Umeda Sky Building Tower East 6F, 1-1-88-600 , Oyodonaka, Kita-kum Osaka
[Headquarters service office] 1-18-13, Shinkiba, Koto-ku, Tokyo, 136-0082
[Ikebukuro Service Office] Otowa Building 403, 2-30-20, Nishi-Ikebukuro, Toshima-ku, Tokyo,171-0021
[Sendai Service Office]1-5-21, Nakano, Miyagino-ku, Sendai, Miyagi, 983-0013
[Niigata Service Office] 2-6-3, Matsushima, Higashi-ku, Niigata, 950-0064
[Nagano Service Office] 26-1, Kitamuraoki, Oshimada-machi, Nagano, 381-2212
[Chiba Service Office] 2566-1, Odai, Shibayama-machi, Sanbu-gunm Chiba, 289-1605
[Nagoya Service Office] Chikumori-cho 1, Minato-ku, Nagoya, Aichi, 455-0057
[Osaka Service Office] 62-3, Doto-cho, Naka-ku, Sakai, Osaka, 599-8234
[Hiroshima Service Office] 4-9-7, Otsuka-nishi, Asaminami-ku, Hiroshima, 731-3167
[WILLER Bus Terminal Osaka Umeda]
Umeda Sky Building Tower East 1F, 1-1-88-600 , Oyodonaka, Kita-kum Osaka

Established September 2012

● WILLER TRAINS, Inc.

Address : [Headquarters] 2065-4, Tsuruga, Miyazu, Kyoto,626-0041

Established : July 2014

● Community Mobility, Inc.

Address : [Headquarters] Arco Tower 7F,1-8-1,shimomeguro,Meguro-ku,Tokyo,153-0064

Established : January 2022

● WILLER MARKETING, Inc.

Address : [Headquarters] Umeda Sky Building Tower East 6F, 1-1-88-600 , Oyodonaka, Kita-ku Osaka

Opened : August 2022

● WILLER ACROSS, Inc.

Address : [Headquarters] Arco Tower 7F,1-8-1,shimomeguro,Meguro-ku,Tokyo,153-0064

Established : August 2022

● Tantetsu Fund, Inc.

Address : [Headquarters] Umeda Sky Building Tower East 6F, 1-1-88-600 , Oyodonaka, Kita-ku Osaka

Opened : April 2016

● Cool Japan Travel, Inc.

Address : [Headquarters] 2-13-3,Fujimi, Chiyoda-ku, Tokyo,102-0071

Established : February 2017

● WILLERS PTE. LTD.

Address : Singapore

Established : May 2018

● WILLER VIETNAM Co., Ltd.

Address : Hanoi City in Vietnam

Established: September 2019

● MaiLinh-WILLER LLC

Address : Ho Chi Minh City in Vietnam

Established : November 2017

● WILLER VTI Company Limited

Address : Hanoi City in Vietnam

Established: April 2021

● Kuo Kuang WILLER, Inc.

Address: Taipei City in Taiwan

Established: May 2018

Domestic

Overseas

• As of April 2023