



News Release

NTT TownPage Corporation

NTT Toranomon Bldg., 3-8-8 Toranomon,
Minato-ku, Tokyo 105-0001, Japan

Launching the Tokyo 23-wards, English edition of “JapanTips” – An information website for foreigners in Japan

URL : <https://jptips.itp.ne.jp/>

September 13, 2017

On March 30, 2016, NTT TownPage Corporation (President: Akihiro Okada; Head Office: Toranomon, Minato-ku, Tokyo; hereafter “NTT TownPage”) published the beta version of a website called “JapanTips” (Tokyo Minato-ku, English edition), which provides useful information for foreign residents or tourists on things that they might need help with when in Japan. On September 6, 2017, this website has now been expanded to include all 23 wards of Tokyo.

*For information on the status of use of the Tokyo Minato-ku beta version of the website, please see Attached Sheet No. 1.

1. The background to and objectives of publishing this website

The number of foreign residents in Japan has surpassed 2.38 million (*1), while the number of foreign tourists is currently at around 24.03 million a year (*2). The Japanese government’s aim is to attract around 40 million tourists to Japan in 2020, and toward this, it has been promoting the establishment of a receptive environment for foreigners (*3). Against this backdrop, NTT TownPage decided to partner with the National Azabu Supermarket (*4) with its large number of foreign patrons, to hear what the foreign community in Japan has to say. We gathered information that could be useful for foreigners to have in their day-to-day lives or travels in this country, and published it on this website.

2. Site overview (About JapanTips)

***Please see Attached Sheet No. 2 for an image of the site, and Attached Sheet No. 3 for details of the main contents of the website**

<Nature of the Contents>

The contents are arranged under six categories (Emergency, Daily life, Procedures, Japanese culture, Sightseeing, and Restaurants), allowing visitors to easily get information on whichever aspect of life in Japan they need help with. The information is compiled in a total of around 60 featured articles, with a list of related shops and facilities provided at the bottom of each article.

* Specifically, information has been provided on topics related to life in Japan about which a number of inquiries were received from foreign residents looking for help, or regarding which a number of foreign residents said they would find it useful to have more information.

-Disaster Prevention Information -Medical facilities with Foreign Language Speaking Staff

-Japanese Phrases Commonly Used in Instructions for Taking Drugs -How to Read the Food Labels, etc.

(Topics identified by hearing the opinions of the foreign community frequenting the National Azabu Supermarket)

<Nature of the information on shops and facilities>

(1) **Around 13,000 searchable shops and facilities** have been listed (the beta version of the Minato-ku edition of the website listed around 3,600 facilities). The information provided is valid as of September 2017, as per searches using iTownPage.

(2) Of the listed shops and facilities, **the 4,600 that can offer English-language services** (information valid as of September 2017, as per searches using iTownPage) have been highlighted with an easy-to-understand icon, and search refinement and sorting features have also been provided to make it easy to find what you are looking for. 1

3. New initiatives going forward

In the coming months and years, based on questionnaire responses and other feedback from foreigners in Japan, we hope to further improve our services and increase their usefulness to users, offering more refined and precise information by the year 2020.

(*1) The number of foreign residents in Japan (as of December 2016; Source: information published on the Ministry of Justice website)

(*2) The number of foreign tourists to Japan (January-December 2016; Source: Statistics and data published on the Japan National Tourism Organization (JNTO) website)

(*3) Target number of foreign tourists to Japan (April 2017; from the Japan Tourism Agency (Ministry of Land, Infrastructure, Transport and Tourism) website: “Tourism Vision to Support the Future of Japan”)

(*4) NATIONAL TRADING INC (Head Office: Minato-ku, Tokyo; President and CEO: Hiroshi Hayashida)

* Users of Japan Tips can view this information free of charge.

* To use Japan Tips, contracts and fees for an Internet connection and provider, etc., are required separately.

[For Inquiries regarding this service]

NTT TownPage Corporation Service Development Department
Kubo/Nagao/Kainuma
E-mail : jptips@mail.itp.ne.jp

[For inquiries from news organizations]

NTT TownPage Corporation Corporate Strategy Department
Public Relations & Advertising Office
E-mail : tp-pr@ntt-tp.co.jp

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[Attached Sheet No. 1]

The status of use of the Tokyo Minato-ku beta version of JapanTips

Below is the access ranking of featured articles and the industry-wise access ranking of shops and facilities (Information collected between March 2016 – July 2017 *Information valid as of September 2017, as per searches using iTownPage)

[Featured article-wise access ranking (a total of 54 articles)]

The most frequently accessed article was one related to daily living, on “How to check gas, electricity and water bills.” Apart from this, articles related to procedures, as well as Japanese culture-related articles on funeral and wedding etiquette also ranked highly.

Rank	Article	Menu
1	Gas, Electricity and Water - Notice of Usage and Payment	Procedures
2	Cell Phone Contracts - Signing Up and Canceling	Procedures
3	Japanese Funeral Etiquette	Japanese Culture
4	Connecting and Disconnecting Gas, Electricity and Water Supplies	Procedures
5	Restaurants information	Restaurants
6	Pre-Departure Checklist	Procedures
7	Train And Bus Route Map	Daily Life
8	Safety Confirmation	Emergency
9	Parks Information	Sightseeing
10	Japanese Wedding Etiquette	Japanese Culture
11	Recycling Used Items (Home Appliances and Other Products)	Daily Life
12	Internet Provider Contract - Signing Up and Canceling	Procedures
13	How to Dispose of Your Garbage	Daily Life
14	Food Labeling in Japan	Daily Life
15	Public Transportation Etiquette	Japanese Culture
16	Explanation of Japanese on ATM Screens	Procedures
17	What You Will Need for Ward Office/City Hall Procedures and How to Write a Japanese Address and Telephone Number	Procedures
18	First Aid	Emergency
19	Police, Fire, Ambulance Call	Emergency
20	Train Route Planner	Daily Life

[Industry-wise access ranking of shops and facilities (a total of 214 facilities)]

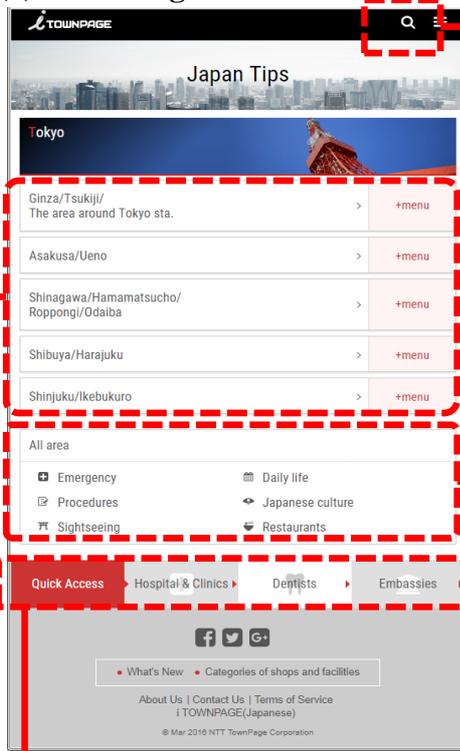
“Dentists” were the most accessed type of facility. Many of the other highly-ranking facilities were also in the hospitals and clinics category, but apart from that insurance, recycling shops, and other facilities in the daily life category were also ranked near the top.

Rank	Business Type of stores and facilities	Categories
1	Dentists	Dentists
2	Hospitals & Clinics -Internal Medicine	Hospitals & Clinics
3	Hospitals & Clinics- Clinic & medical office	Hospitals & Clinics
4	Insurance	Living
5	Hospitals & Clinics- Dermatology	Hospitals & Clinics
6	Hospitals & Clinics- Cosmetic Surgery	Hospitals & Clinics
7	Pharmacies	Health & Nursing
8	Elementary School	Education & Lesson
9	Police Agency	Public Services & Government
10	Hospitals & Clinics- Sanatorium	Hospitals & Clinics
11	Recycle Stores	Living
12	Supermarkets	Shopping
13	Taxicabs	Living
14	Embassies & Consulates	Public Services & Government
15	Nursery Schools	Education & Lesson
16	Real Estate Agents	Home services
17	Hospitals & Clinics- Ophthalmology	Hospitals & Clinics
18	Churches	Ceremonial occasions & Events
19	Dentists-Orthodontics	Dentists
20	Hospitals & Clinics -General	Hospitals & Clinics

[Attached Sheet No. 2]

Image of the “JapanTips” (Tokyo 23-ward , English edition:) website

(1) Home Page

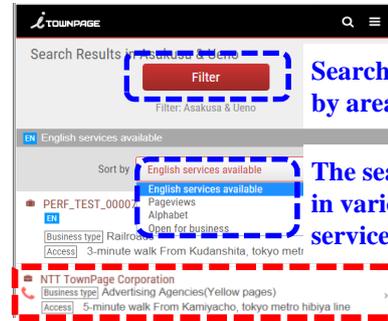


(3) Shop/Facility Searches



Select current location or search location

< List of search result >



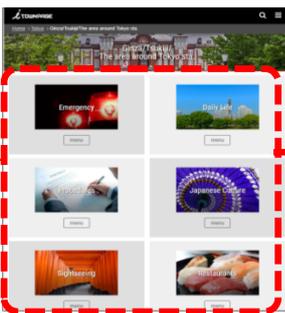
Searches can be further refined by area or category, etc.

The search results can be sorted in various ways (e.g., by English services available, or Page views)

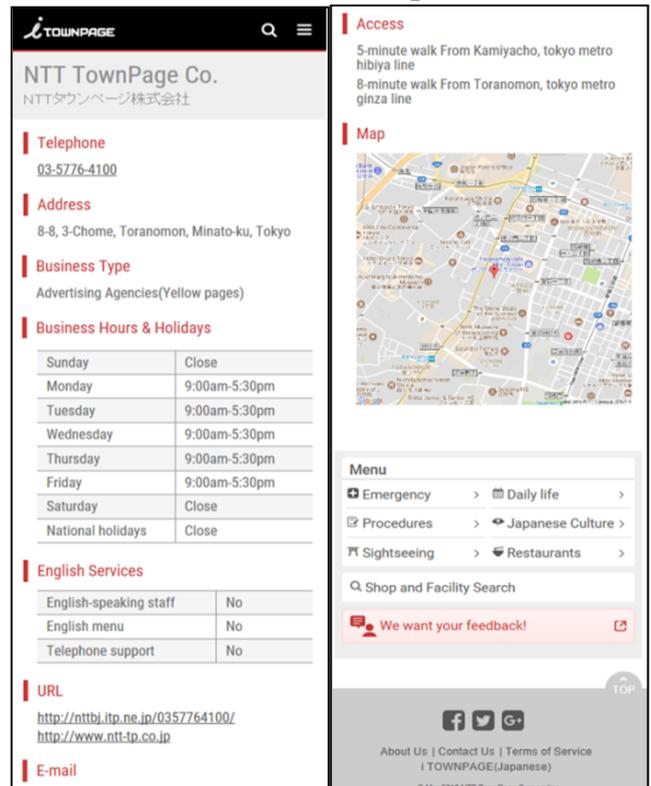
(1)(ii) Quick Access menu

(2) Featured Articles

(1)(i) Area-specific menu



(4) Detail information about shops and facilities



Information you can access on the JapanTips site, and the various features available (★ indicates newly added content)

(1) Home Page

(i) Area-specific and nationwide menus [★]

Area-specific articles for the 23 wards of Tokyo, divided into five broad areas for easy access, as well as articles that are relevant for anywhere in the country can be accessed through separate entry points on the top page.

(ii) Quick Access menu

This provides a direct link from the top page to popular searches including “Hospitals and clinics,” “Dentists,” and “Embassies.”

(2) Featured Articles

The contents are arranged by category in six categories (Emergency, Daily life, Procedures, Japanese culture, Sightseeing, and Restaurants), for easy access to information on whatever you need help with. The information is compiled in a total of around 60 featured articles, with a list of related shops and facilities provided at the bottom of each article.

* Please see Attached Sheet 3 for the main contents of the featured articles.

(3) Shop/Facility Searches

(i) Searchable shops/facilities: **around 13,000 [★]**

Of these, English-language services are provided by around 4,600 (information valid as of September 2017, as per searches using iTownPage)

(ii) You can search for shops/facilities by entering a keyword and the location of the area you want to search.

(iii) The search results are displayed as a list, and can be sorted by the availability of English-language services and other attributes

<General search result and sorted search result features>

- Marked with an icon: English-language services available

- Sorting[★]: The results can be sorted by English services available, Page views, Alphabet, and Open for business

(iv) The general search result can be further refined by area / category / English services / Business days and hours [★] / and Parking lot availability [★]

(4) Shop/Facility Information Provided

The categories of information provided for each shop/facility are as follows:

Telephone / Address / Business Type [★] / Business Hours & Holidays / English Services / URL / E-mail / Parking lot *[★] / Wi-Fi *[★] / Access (Map)

*Indicated only when available

* System Requirements

Android (*1) :5.0, 6.0, 7.0 (standard browsers)

iOS (*2) :9.X 10.X (safari)

(*1) Android is a registered trademark of Google Inc.

(*2) iOS is the trademark of Apple Inc., registered in the U.S. and other countries.

Menu	Main content (Article title)
<p>Emergency</p>	<ul style="list-style-type: none"> • Disaster Prevention Information (Safety Confirmation / Preparing for Disasters / Gathering Information / First Aid / Map of Evacuation Centers ... etc.) • Emergency Tel. Number (Police, Fire, Ambulance Call) • Medical Facilities with Foreign Language Speaking Staff (Medical Facilities with Staff Who Speak Foreign Languages / Japanese Phrases Commonly Used in Instructions for Taking Drugs... etc.)
<p>Daily Life</p>	<ul style="list-style-type: none"> • How to Get Public Transportation, Transfer etc. (Train and Bus Route Map in Tokyo / Train Route Planner / <u>Types of Train Passenger Services and Ticket Deals (for trains and buses)[★]</u> ... etc.) • Japanese Needed at Medical Facilities (How to Fill in a Medical Questionnaire ... etc.) • How to Read the Food Labels (Food Labeling in Japan) • Disposal of Disused Article (How to Dispose of Your Garbage / Recycling Used Items(Home Appliances and Other Products)... etc.) • Daily Information of Japanese Peculiar Life (How to Use a Washlet) • Information Needed when Away from Home (Public Restrooms Search / <u>Lost and Found[★]</u>) • Practical Japanese (Frequently Used Japanese)
<p>Procedures</p>	<ul style="list-style-type: none"> • How to Read the Gas, Electrical, Water Bills (Gas, Electricity and Water – Notice of Usage and Payment / Connecting and Disconnecting Gas, Electricity and Water Supplies) • Cellphones, Internet (Cell Phone Contracts – Signing Up and Canceling, SIM Cards / Internet Provider Contract – Signing Up and Canceling, Connection Problems) • City Hall/Ward Office Paper Work (What You Will Need for Ward Office/City Hall Procedures and How to Write a Japanese Address and Telephone Number) • How to Open a Bank Account (How to Open a Bank Account / Explanation of Japanese on ATM Screens ... etc.) • Prepare for Leaving (Pre-Departure Checklist)
<p>Japanese Culture</p>	<ul style="list-style-type: none"> • Japanese Manners (Japanese Funeral Etiquette / Japanese Wedding Etiquette / Public Transportation Etiquette / <u>Manners in Daily Japanese Life(indoors, outdoors, when socializing, etc. [*][★])</u>) • Japanese Festivals (Major Tokyo Festivals) [*][★]
<p>Sightseeing</p>	<ul style="list-style-type: none"> • Outing Information (Parks Information / <u>Popular Places to Visit[*][★]</u> / <u>Event Information[*][★]</u>)
<p>Restaurants</p>	<ul style="list-style-type: none"> • Restaurants Information (Restaurants Information / <u>Halal Restaurants[*][★]</u>)