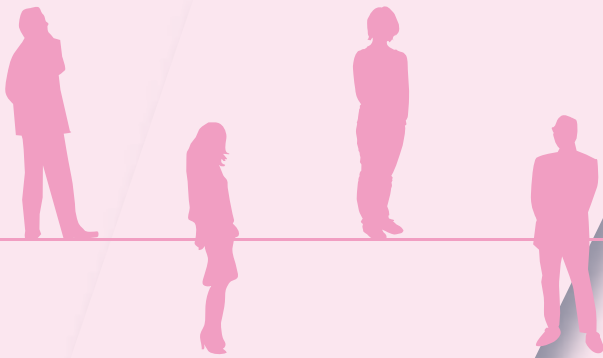


KNT — Growing and Changing



KNT—bringing smiles across the miles

KNT aims to build a world of smiling faces by creating memorable experiences and encounters for people around the globe.

We will bring customers many “!” and produce stories of unforgettable memories, smiles, and trust.

Customer sensation × smile × trust = Our pleasure

Our **six** pledges to you:

- 1** We commit to listen to the voices of customers.
- 2** We interact with customers with bright smiles and sincere hearts.
- 3** We strongly emphasize, safety is our most priority, and we provide customers with utmost comfort and relaxation.
- 4** We work together with our networks and teamwork, honoring customers’ trust.
- 5** We take on new challenges with enthusiasm and imagination.
- 6** We are aware of our role as a member of society and work to contribute to international exchange, environmental conservation, and society through our business activities.



Environmental policy

Preservation of the global environment is the common task of all mankind. As a travel producer with operations that are international in scope, Kinki Nippon Tourist Co., Ltd., is dedicated to using its corporate activities to protect and nurture both nature and culture.

Quality control

The KNT strategy for customer satisfaction is simplicity itself—provide top-notch products and services. As an industry leader, we take it upon ourselves to act responsibly in strict compliance with laws and regulations.

- 1** Design and sell better, more creative travel products, and provide customers with services that always prevail in both quality and price. To achieve this, we implement total quality control and continually improve our tour products.
- 2** Accurately identify customer needs and provide superior travel products and services.



KNT—Growing and Changing

Aiming to Become a Corporate Group that Creates Worldwide Enriching Time-Spaces through Travel.



Katsuhisa Yoshikawa
President

Kinki Nippon Tourist Co., Ltd.

Tourism has been positioned as a key policy focus of Japan in the 21st century, as evidenced by the launch of the Japan Tourism Agency in October 2008, the lifting of visa restrictions on individual Chinese travelers to Japan in July 2009, and the establishment of the Tourism-based Country Promotion Headquarters. The growing number of public-private initiatives has also meant that the role the tourism industry plays in society continues to grow, such as revitalizing local economies or generating employment opportunities.

Reflecting this, KNT has re-examined its medium-term management plan, resulting in structural reforms made to respond promptly to sudden and rapid changes in consumer mindsets and domestic and international markets, as well as to provide higher quality products and services to our customers. In particular, we are committing management resources to bolster online sales and develop tourism opportunities in China and the Asia region into a truly global business. In addition, we are also taking initiatives to enhance product-planning competencies in “Mate” and “Holiday,” our core business units focused on individual travelers, and to bolster the corporate solutions business and special interest tours for our group tour operations in the Tokyo metropolitan area, while for regional cities we are focusing on a local community-centric approach to tourism.

Through our internally established Compliance and Risk Management Committee, KNT will ensure compliance with the best practices in management and bolster its risk management practices. With safety and security an increasing concern in recent years, our ability to provide risk assessment information 24 hours a day in Japanese through cooperation with our overseas network allows us to operate an emergency support system that ensures our customers will enjoy a safe and enjoyable travel experience.

As of 2010, KNT has reached its 55th year in operation since its founding in 1955. We are sincerely grateful for the support extended by our many customers whose continued patronage over the years has been integral to our success. Going forward, the KNT Group will open itself to new ideas and methods as it aims to become the number one beloved and trusted travel brand by reinforcing an attentive and thoughtful service attitude in our employees in order to deliver a “wow” service to our customers. By 2015, our 60th year in operation, we hope to realize the goal of becoming a corporate group that creates worldwide enriching time-spaces through travel.

Customer Service Initiatives

In aiming to become a travel company beloved by its customers, KNT promotes customer service initiatives based on a code of conduct aligned to customer needs. KNT continues to exert its best efforts in developing a customer service-centric mindset through employee education and internal employee networks, so that the daily work duties and sales activities of each and every employee measure up to our corporate philosophy and brand statement.

All customer ideas and concerns are addressed collectively by our Customer Service Center, which responds promptly to inquiries and ensures that customer feedback is reflected in future travel product planning. We value the voice of our customers, and have developed a customer-first approach that is shared by our entire workforce, from our executive team to our thousands of employees.

Social contributions

One of the many ways KNT contributes to society is by supporting disaster relief efforts after the occurrence of earthquakes, tsunamis, volcanic eruptions, storms, floods, and other natural disasters. (These efforts are carried out in accordance with the provisions of Japan's Procedural Standards for the Provision of Relief Donations to Disaster-affected Areas, which went into force in 1994.) KNT is actively engaged in building a better world by supporting and co-sponsoring the activities and events of “Friends of the United Nations Asia-Pacific.”



KNT Group supports the UN activities through Friends of the United Nations Asia-Pacific.



Group Tours

Workplace groups, incentive tours,
educational tours, pilgrimages...

We design tours for every group and occasion.

You're in good hands with our specialists.

KNT is the partner of choice for groups, such as companies, organizations, and local governments, that are planning tours for any occasion. In addition to the employee trips and incentive tours everyone has long been familiar with, KNT also crafts tailor-made tours to meet a wide variety of business needs, including event management and promotion planning. Our highly original tour ideas go beyond the conventional meals, transportation, and lodgings package to offer a whole new value-added dimension to group tours. Our trailblazing efforts are opening up markets that didn't even exist before.

KNT offers unique incentive tours that include parties and other events designed to enhance employee motivation, and our company outings give participants a chance to communicate and build team spirit. In the process, we help our customers resolve problems. Our many tailor-made services also include managing and planning the promotion of meetings, academic conferences, exhibits, fairs, Olympics and other international sporting events, expos, international gatherings and other cultural events, school-related sports and cultural events, and religious events. Taking travel and gathering as our keywords, we put forward proposals for high value-added tours to meet the special needs of business firms, social groups, schools, and other entities.



Educational Tours

Educational tours are a cornerstone of our business at KNT. Participants develop deep friendships as they get a taste of history, culture, nature, and local life on our exciting educational tours in Japan or overseas. In recent years we have organized



environmental study tours to learn about the importance of the global environment, career study tours to help people map out their careers, in-depth tours to get a feel for life in specific localities, and peace study tours, to name just a few.



Magazines and pamphlets targeting educational institutions

Tours for general groups

We design commemorative events on a nation-wide scale to attract corporate incentive tours, company outings, and anniversary tours. We have extensive experience in handling sports-related events and exhibitions such as the Olympics and other national sports events. Also, the Pan-Pacific Festival Matsuri in Hawaii, which started in 1980 and was the first time travelers were able to participate in an event like this, has grown to receive official recognition from the State of Hawaii, and is an event that boasts the longest history of its kind in the world. Many other events are also held, including Ryukyu Festival and Festival in Taiwan.



Matsuri in Hawaii

Religious tours



Zenkoji Temple

One of the key events in KNT history was its tour in 1961 to mark the 700th anniversary of the great Buddhist holy man, Saint Shinran. Since that time, tours with a religious theme have been a mainstay for us. We also do frequent tours to Ise Shrine, arguably the most sacred *shinto* site in Japan. The structures there are razed and rebuilt once every 20 years (the last time in 1993). Religious tours are very important for KNT, and we organize them throughout Japan.



Events, Conventions, and Congresses

People converge. Hearts connect.
KNT makes it happen.

Our Events, Conventions, and Congresses business is all about facilitating communication and the sharing of feelings. Experienced specialists take care of every detail, including everything from planning, to arrangements, management, and promotion. We do it all in a spirit of true hospitality. We want what the customer wants. We deliver excitement, joy, and happiness.



Events and conventions

■ Corporate events and conventions

- Awards ceremonies, commemorative parties
- Product launches, sales promotions, etc.

■ Sports and cultural events and conventions

- International sporting meets
- Traditional performing arts events and concerts

Incentives

■ Incentive tours and parties

- Incentive tours for top performing salespersons
- Incentive tours for distributors, etc.

■ Special touches that surprise and delight

- Stage set production, stage performances
- Films, audio, and lighting

Tours and travel

■ Campaigns and promotions

- Open/closed sweepstakes, etc.
- Consumer testing tours of new travel products

Coordination

■ Field trips and seminars

- Overseas trade fairs
- Training course, seminars, etc.

Business Solutions Systems

<http://biz.knt.co.jp>

KNT offers a broad portfolio of systems and services tailored to individual business solutions.

Business Travel Management System (BTM)

Comprehensive business travel management system that covers all aspects of business travel, from the application process to payment and travel expense management.



Event Convention Support System (ECS)

Provides total support for events, conventions and internal corporate meetings.



Staff Travel Assistant Online (STAO)

Online reservation system that promotes streamlined work processes for employees in charge of corporate benefits as well as greater employee motivation.



Bringing the beauty of Japan to the world

We go the extra mile to ensure that visitors from overseas enjoy a happy, safe sojourn in Japan that they'll always remember. KNT taps into a wealth of experience to provide a full range of services for overseas visitors, business travelers, and groups on educational tours.

In response to the government's Visit Japan Campaign, KNT is doing its part by bringing overseas visitors to all parts of Japan under the Yokoso Japan (Welcome to Japan) campaign. We work hand-in-hand with local governments and the business community to ensure maximum success.

Taking advantage of our unmatched expertise in communication, we show visitors from overseas the finest quality hospitality. Our tailor-made preparations ensure that visitors find what they're looking for when they take part in incentive tours, field trips, seminars, product launches, international conferences and symposiums, sporting & cultural events, and trade fairs. We make advance arrangements, manage and carry out events, and after the events are over we follow up with customers to ensure full communication and total support.

More and more educational tours and sister city groups are coming to Japan every year, and this is another area where KNT is in prime position to take advantage of its long years of expertise, strong overseas network, and excellent group tour operations to provide unrivaled support services for international exchange.

For those traveling individually, we sell the Japan Rail Pass and Kintetsu Rail Pass and maintain the Japan Traveler Online website, which customers can use to arrange hotel and inn accommodations throughout Japan. In addition, our Japan My Plan packages are designed especially for foreign visitors.

"KNT aims to build a world of smiling faces by creating memorable experiences and encounters for people around the globe." This statement sums up everything we do at KNT. We are proud of the role we play as goodwill ambassadors every time we welcome visitors from overseas and help them with their tour arrangements.



Japan Traveler Online

<http://japantraveleronline.com/>
(English, Korean, Simplified Chinese, Traditional Chinese)

Regional Promotion—Destination-based travel



Trip to Kyoto in Kimono



Building bridges between customers and communities

By leveraging our experience as a leader in the tourism industry and our nation-wide network, we support the promotion of community tourism through the discovery of charming sightseeing potential in various communities, promoting culture, and dispatching specialist personnel. Further, we have established T-GATE, Inc., which operates the "Travel Discovery" program that allows theme-based searches for fun ways to spend time at the travel destination (experience, exchange program, destination travel) and provides one-stop servicing from booking to payment for our customers.



Paragliding half-day flight course.



Online Services(e-Business)

From package tours to international air tickets, KNT offers a wide range of online travel booking services.

In addition to “Mate” for domestic travel and “Holiday” for international travel, customers can use the Internet to gather information and make reservations for all sorts of travel, families with children, or women, for example. Online limited package tours are also available.



<http://www.knt.co.jp/>

Online reservation of domestic accommodations

Locally based tour professionals serve up fantastically varied and fulfilling accommodation plans. Some plans are designed specifically for reservations to be made over the Internet.



<http://yado.knt.co.jp/>

Online reservation of domestic tours (“Mate”)

With our hugely popular “Mate” service offering a wide selection of domestic tour options, you can find available tours, check seat availability, and make reservations.



<http://meito.knt.co.jp/>

Online reservation of overseas tours

Reservations for our “Holiday” overseas package tours and “clicky” online limited package tours can be made online.

Holiday
Clicky



<http://holiday.knt.co.jp/>

Overseas reservation dedicated to individual travelers

You choose what airlines to fly, what hotels to stay in, and how many days you want to travel.



<http://tabiself.com/>

Some of our more popular web pages!

Traveling with kids!

“Tourist Mama” brings you the information to make your family trips more fun.



Tabicollect

A site dedicated to finding charming, tailor-made travel opportunities not available in the usual package tour.



Tips from a tour planner

For the best trip possible, turn to a pro! We bring you nuggets of travel wisdom from a veteran planner.



Note: Some web pages available only in Japanese.



Package Tours

By realizing high-level products and service strengths that make a three-in-one system possible, we are creating new levels of comfort and trust.

In our product development (purchasing, planning, and arranging), represented by the “Mate” and “Holiday” services, we continue to pursue ways of delivering “surprise,” “customer sensation,” and “delight” that befit the exclamation mark (!) in our corporate brand logo. With such a full line-up, our goal with products such as the “Mate” Nihon Sanka series, “Luxe Holiday,” and “Chartered Direct Flight to Poland” is to stage high-quality travel by providing the ultimate in time well-spent and location experience for a generation of travelers looking for authenticity and customization.

Our “Mate” and “Holiday” services also aim to develop a new style of travel unique to KNT that captures the imagination of the age, beginning with “memorial marketing” and “anniversary tour products” that are tuned into what motivates travelers today and satisfy our customers. The support of customers is enabling KNT to develop a whole new approach to travel.



Retail division



Our goal is to continue to be a retail sales specialist of choice among our customers

We established KNT Tourist Co., Ltd., in 2008 as a retail sales specialty company of the KNT Group. KNT Tourist Co., Ltd., is now operating stores nation-wide, striving to be the retail sales specialist of choice among customers. Despite the rapid growth of the often-impersonal Internet, KNT Tourist believes in offering exciting stores where customers can enjoy coming to shop, with the goal of maintaining communication with customers and close ties to local communities as our highest priority. Our travel products are not limited to old-fashioned sightseeing. Our products truly provide the full joy and expectation of travel, by offering customers participatory experiences, and chances to learn from and enjoy exchanges with local communities. We are a company of professionals who provide travel that satisfies each customer in the community by meeting their needs with trust and assurance.





Agency Sales

KNT provides products and services that satisfy partner agencies



Planning and operation of package tours

■ We offer plans to increase the sales for domestic travel "Mate" and overseas travel "Holiday."

Consulting

■ We are always finding ways to make our store more accessible and reassuring to our customers.

Offering new ideas for best-selling products

■ Our partner agencies' opinions and requests make a difference in the development of "Mate" and "Holiday" products.

Customer support

■ We can accommodate the diverse opinions of our partner agencies and customers with sincerity and honesty.

Sales network

■ Sales network connecting 35 major cities nationwide

Partner travel agencies

■ 6,000 stores and 2,300 travel agencies

Total travel support Just some of the services available from KNT

A wide variety of products and services

Prepaid installment plan travel certificates



Make small monthly payments and receive value-added travel certificates once the certificates are paid for in full.

Available in three different denominations

Travel certificates



KNT travel certificates can be used just like cash toward the purchase of domestic travel, overseas travel, and all kinds of transportation services at all branch locations and sales offices of Kinki Nippon Tourist and KNT Tourist, and also at the locations of many of our partner agencies.

Travel insurance



To prepare for the unexpected, we arrange insurance to cover you for the cost of medical treatment for injury or sickness (overseas only), rescue services, liability for damages, the damage of personal belongings, and the like, so that you don't need to worry about such things.

Pay for travel, dining, and shopping with one coupon

A gift coupon accepted nationwide



Our B'way Gift Card is accepted at some 580,000 stores throughout Japan, and can be used to buy travel services as well as go shopping and dining.

Gift certificate for accommodations

Best Selection



Our Best Selection card can be used to stay at a select list of 100 of the finest inns and hotels. Give this gift card to that special person, or to say thanks to someone.

Premium points galore! Easy and safe!

KNT Card



We offer three types of cards—the KNT Mitsui Sumitomo Card (Classic and Gold) and the KNT AEON Card. Included are travel insurance, a courtesy discount at sightseeing facilities, and other amenities. If you use them to buy package tours, you receive three times the normal number of points.

Store cash value before heading out

KNT Travel Cash



Use the "knt! Cash" card to withdraw local currency from ATM machines in 172 different countries and regions, and enjoy today's borderless travel style.

Catalog shopping

Souvenirs



Buying souvenirs can take a lot of time out of your overseas trip. Sometimes, they barely fit into your luggage. Use our catalog souvenir shopping service and have souvenirs from popular tourist spots shipped back home.

Total assistance

We team up with Tourist International Assistance Service (TIAS) to provide total assistance to customers of the KNT Group when they go abroad. We back you up with emergency medical services and travel information, and do whatever it takes to help you deal with emergencies.

28 assistance desks worldwide
KNT overseas offices, etc.

Tokyo desk open all the year round
TIAS

Emergency medical assistance company
Provided by Japan Assist International

Travel information service

We provide all sorts of travel help, including information on local weather and transportation, and reservations for hotels, restaurants, car rentals, sports events, concerts, musicals, and more.

Emergency assistance

Lots of things can go wrong while you're on the road, including theft, loss, and misplacement of valuables. We act for you to find out how to report the problem and ascertain what documents are needed to get your missing items replaced.

Emergency medical support

When you become injured or sick, you can talk to us in Japanese at any time of the day or night. We help you find Japanese-speaking doctors, gather information on medicines, provide telephone interpreting, and give a wide range of other help.





Company Overview (as of April 1, 2011)

Company Overview

Company Name	Kinki Nippon Tourist Co., Ltd.
Established	May 1947
Founded	September 1955
Capital	7,579,374,270 yen
Stock	Listed on the First Sections of the Tokyo Stock Exchange and the Osaka Securities Exchange
Representatives	President : Katsuhisa Yoshikawa
Head Office	19-2 Matsunaga-cho, Kanda, Chiyoda-ku, Tokyo, Japan 101-8641
Offices	Japan: 162 locations / Overseas: 43 branch units and 27 offices located in 30 major cities
Employees	3,124 (as of Dec. 31, 2010)
License Number	Travel Agency License No. 20, approved by the Minister of Tourism Agency
Total sales	397,940 million yen (Fiscal 2010)

Principal memberships

Japan Association of Travel Agents (JATA)
 International Air Transport Association (IATA)
 Pacific Asia Travel Association (PATA)
 Japan National Tourist Organization (JNTO)
 Rail Travelers Association
 Tourism Industry Association of Japan (TIJ)
 Tour Conducting Service Association in Japan (TCSA)
 Travel Industry Fair Trade Council
 The Organization for Urban-Rural Interchange Revitalization
 Japan Tourism Association
 Nippon Keidanren

Corporate objectives

KNT is engaged in the following types of business, which primarily involve travel services:

- (1) Travel
- (2) Agency for domestic/international shipping companies; airfreight forwarder and forwarding agent for such business, truck/lorry transportation and custom agent
- (3) Commissioned sale of travel tickets or coupons; movie/theater/event entrance tickets
- (4) Issuance and sale of gift certificates and prepaid cards; agent for such business
- (5) Advertising and promotion; book publication and sale
- (6) Interpreting, translation
- (7) Provision of information, seminars, or guidance about travel, tourism, and culture
- (8) Information processing and provision via computer
- (9) Planning, organization, and contract work for domestic and international conferences
- (10) Planning of weddings and receptions, arrangement of sites for such events; consulting services regarding such matters
- (11) Sale, rental, lease, and import of commodities, travel goods, sporting goods, office equipment, health appliances, and welfare goods; agent for such business
- (12) Sale of food, drinking water, alcohol, tobacco, postage stamps, and revenue stamps
- (13) Hotel, inn, and restaurant management
- (14) Development and management of lodging, sports, touristic, and cultural facilities
- (15) Accident insurance agent; activities related to life insurance recruiting
- (16) Money changing and cash lending activities
- (17) Supply of temporary labor
- (18) Sale and purchase, lease, and management of real estate
- (19) Building planning, design, supervision, and construction; agent for such business and related consulting activities
- (20) Home nursing care support activities designated under the Nursing Care Insurance law
- (21) Training of nurses and caregivers
- (22) Security services
- (23) Activities related to the above



Group companies and associated entities

Travel

KNT Tourist Co., Ltd.
 Kinki Nippon Tourist Hokkaido Co., Ltd.
 Kinki Nippon Tourist Kyusyu Co., Ltd.
 United Tours Co., Ltd.
 Sotetsu Travel Service Co., Ltd.
 Showa Travelers Club Co., Ltd.
 SANKI Travel Service Co., Ltd.
 T-GATE, Inc.
 KIE China, Inc.
 Kinki Nippon Tourist Okinawa, Inc.

Rail

Kintetsu Corporation

Air Cargo

Kintetsu World Express, Inc.

Hotels

Hakone Kogen Hotel
 Okunikko Kogen Hotel

Transportation

Hokko Daiwa Taxi Co., Ltd.
 Zao Chuo Ropeway Co., Ltd.

Temporary staff services

Tourist Experts Inc.

Service partners

Tourist Service Hokkaido Co., Ltd.
 Business Create Co., Ltd.

Information Processing

NTT DATA TERANOS CORPORATION

Traveler assistance

Tourist International Assistance Service, Inc.

Event and Convention Planning

Event & Convention House, Inc.

Reinsurance underwriting

H&M Insurance Hawaii, Inc.
 Griffin Insurance Co., Ltd.

Related entities

Confederation of Kinki Nippon
 Tourist-Affiliated Inns and Hotels
 National Association of School Trip Research
 Japan Association for Leisure and Culture
 Development
 Institute for the Culture of Travel

Overseas affiliates

Kintetsu International Express (U.S.A.), Inc.
 Kintetsu International Express (Canada) Inc.
 Kintetsu International Express (Europe) B.V.
 Kintetsu International Express GmbH
 Kintetsu International Express (France) S.A.R.L.
 Kintetsu International Express (Spain) S.A.
 Kintetsu International Express (Italia) S.R.L.
 Kintetsu International Express (Oceania) Pty. Ltd.
 Holiday Tours Micronesia (Guam), Inc.
 Pacific Development Inc.
 Kintetsu International Express (China) Co., Ltd.
 KNT Korea, Inc.



Company history

Organization

- 1955 Kinki Nippon Tourist Co., Ltd., established (head office: Osaka)
- 1965 Head office moves to Tokyo Kintetsu Building (current location)
- 1967 Accommodation reservation system goes into operation
- 1970 Establishes Kintetsu World Express, Inc., a 50-50 joint venture with Kintetsu Corporation, to take over the operations of the Airfreight Operation Dept.
- 1972 Sales of Mate and Holiday products commence
- 1975 Becomes first full-service travel agency in Japan to list on a stock exchange (Second Sections of the Tokyo Stock Exchange and Osaka Securities Exchange)
- 1977 Stock is re-listed on the First Sections of the Tokyo Stock Exchange and the Osaka Securities Exchange
- 1980 Pan-Pacific Festival Matsuri in Hawaii held for first time
- 1998 Capital increased to 7,579,374,270 yen
- 2004 Club tourism business operations sold
- 2007 Acquires Tourist Service Co., Ltd., as wholly owned subsidiary through share swap
- 2008 Company restructured into six business units, based on operational specialties instead of the former regional basis
 - Retail business unit spun off from Kinki Nippon Tourist Co., Ltd., and assumed by Tourist Service Co., Ltd., which changes its name to KNT Tourist Co., Ltd.
 - Goods marketing unit spun off from Tourist Service Co., Ltd., and assumed by Kinki Nippon Tourist Co., Ltd.
- 2009 Establishes wholly-owned subsidiaries Kinki Nippon Tourist Hokkaido Co., Ltd. and Kinki Nippon Tourist Kyushu Co., Ltd.
- 2010 Spins off group travel business in the Hokkaido and Kyushu regions to Kinki Nippon Tourist Hokkaido Co., Ltd. and Kinki Nippon Tourist Kyushu Co., Ltd. respectively

