

June 16, 2023

Kansai Airports
scheme verge, Inc.

Kansai Innovation Center (MUIC Kansai)

First time at Kansai International Airport!!

A demonstration experiment of digital coupon ticket using an app!

Promotion of freshly re-opened restaurants in the domestic departure area!!

Kansai Airports (Yoshiyuki Yamaya, Representative Director and CEO), scheme verge, Inc. (Tatsuki Yamanami, Representative Director and CEO), and the Kansai Innovation Center (Minoru Sotome, Chairman of Board of Directors) will start a demonstration experiment of digital coupon tickets using an app which will be the first attempt at Kansai International Airport. During the period from June 19 to October 1, 2023 (please kindly be noted that it will be ended when the number of coupons used reaches the planned number even within the period), scheme verge will distribute 200 yen discount coupons that can be used at restaurants in the domestic departure area of Kansai International Airport on the tourism navigation app “Horai” provided by scheme verge. This initiative will be implemented through the Problem-solving Program of MUIC Kansai, an innovation creation center operated by Kansai Innovation Center.



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**関西国際空港 国内線
グルメクーポンキャンペーン**

1. Overview of the demonstration experiment

Name of the measure	Campaign for use of restaurants in the domestic flight area at Kansai International Airport	
Venue of implementation	Restaurants in the domestic departure area in Terminal 1 of Kansai International Airport *After security inspection	
Period of implementation	Monday, June 19- Sunday, October 1, 2023 *Please kindly be note that it will be ended when the number of coupons used reaches the planned number even within the period.	
Target restaurants	<u>Available for purchases of 1,000 yen or more including tax</u> ・SAINTMARC CAFE +R	<u>Available for purchases of 2,000 yen or more including tax</u> ・Tempura Endo ・BOTEJU 1946 ・Japan Traveling Restaurant by BOTEJU
Organized by	Kansai Airports, scheme verge, Inc., and Kansai Innovation Center	
Website	https://horai.sv/kix_terminal1	

- A 200 yen discount coupon ticket which can be used at 4 restaurants in the domestic flight area will be issued on "Horai" a tourism navigation app provided by scheme verge.
- How to get and use the coupon ticket: Log in to the Horai app, obtain the gourmet coupon for Kansai International Airport domestic departure area, select the ticket for the restaurant you wish to use. Then touch the "Read" button, and touch the "Reader Sheet" for the restaurant to be used. Present the ticket to the restaurant staff at time of checkout. You can use the restaurant with a discount.



2. Background of the initiatives

- MUIC is a membership-based innovation creation center with tourism as the key industry. The Problem-solving Programs they have been working on are open innovation programs aiming to create businesses that solve problems through co-creation among various companies and organizations including large corporations and start-ups. As a new MUIC problem-solving program, we will conduct a demonstration experiment as part of digital transformation (DX) initiatives at Kansai International Airport, a gateway for Kansai tourism.
- In preparation for the Osaka-Kansai Expo in 2025, Kansai International Airport is undergoing the first major renovation since its opening in 1994. As a first step, new restaurants had their reopening in October 2022 in the area followed by security inspections in the domestic flight area. By using these restaurants, the passengers at Kansai International Airport can now use the airport more comfortably, avoiding congestion at the food court at the land side area and at the security checkpoint right before flights.
- In this demonstration experiment, digital coupon tickets will be issued for the first time at Kansai International Airport to promote the use of restaurants and analyze the usage trends of restaurants in the domestic flight area, utilizing “Horai Area Management,” a deluxe platform of the area management provided by scheme verge.
- Looking ahead to the Osaka-Kansai Expo, we will utilize the results of this demonstration experiment and the data on facility usage at the three airports in Kansai region to improve the convenience of each airport and provide a seamless customer experience tailored to the needs of the users.

About Kansai Airports

Kansai Airports was established by a consortium made up of VINCI Airports and ORIX Corporation as its core members. Kansai Airports took over the operations of Kansai International Airport ("KIX") and Osaka International Airport ("ITAMI") from New Kansai International Airport Company ("NKIAC") and has been operating the two airports since April 1, 2016. Kansai Airports Kobe, Kansai Airports' wholly-owned subsidiary, took over the operations of Kobe Airport ("KOB") from Kobe City and started its business as an operating company on April 1, 2018. Under the concept of "One Kansai Airports Group," Kansai Airports group strives to continuously improve its services for all airport guests through appropriate investments and efficient operations, with safety and security being the top priority. Kansai Airports group aims to maximize the potential of the three airports, for the benefit of the communities they serve.

■ Company Profile

Company name: Kansai Airports

Headquarters: 1-banchi, Senshu-Kuko Kita, Izumisano-shi, Osaka 549-8501, Japan

Representative: Yoshiyuki Yamaya, Representative Director and CEO

Date of incorporation: December 1, 2015

Business scope: Operation and management services, etc. of Kansai International Airport and Osaka International Airport International Airport

URL: <http://www.kansai-airports.co.jp/>

About scheme verge, Inc.

Using its expertise in combining urban engineering and data science into operations, scheme verge, Inc. is working to improve the reproducibility of processes related to area revitalization and to streamline and automate improvement decisions. The company offers its flagship product, “Horai Area Management (https://horai.sv/area_management)” which supports the rapid launch of area management, scalable support from transportation to lodging, versatile development from tourist areas to city centers as well as continuous and irreversible improvement of measures.

■ Company Profile

Company name: scheme verge, Inc.

Headquarters: 22F Kashiwaya Building, 3-28-10 Hongo, Bunkyo-ku, Tokyo

Osaka Branch: 2F Share Office, MUIC Kansai, 3-6-3 Fushimimachi, Chuo-ku, Osaka

Representative: Tatsuki Yamanami, Representative Director and CEO

Date of Establishment: July 24, 2018

Business Profile: Development of transportation and urban solutions and their social implementation

URL: <https://www.schemeverge.com/>

About Kansai Innovation Center (MUIC Kansai)

Kansai Innovation Center was established by Mitsubishi UFJ Financial Group, Inc. (Hironori Kamezawa, President & Group CEO) and MUFG Bank, Ltd. (Junichi Hanzawa, President and CEO) with the aim of contributing to the revitalization of the economy in Kansai region as well as to the success of Osaka-Kansai Expo 2025.

■ Company Profile

Company name: Kansai Innovation Center

Headquarters: 3-6-3 Fushimimachi, Chuo-ku, Osaka, Osaka

President: Minoru Saotome, Chairman of Board of Directors

Date of Establishment: March 6, 2020

Business Profile: Operation of MUIC Kansai, a membership-based innovation creation center

URL: <https://www.muic-kansai.jp/>