

Press Release

May 9th, 2017

Warehouse TERRADA New Cloud Service "Cloud-Bushitsu" Starting on May 9th, 2017

- "Cloud storage" x "Community function" proposes a new storage style to connect with friends -

Warehouse TERRADA (Shinagawa, Tokyo / CEO: Yoshihisa Nakano) is pleased to announce that MINIKURA launches a new service "Cloud-Bushitsu" (Cloud Locker Room) on May 9th (Tue.), 2017.

With the development of communication tools such as SNS, there are increasing numbers of people who are seeking connection with their friends whom they have played and sweated together when they were in the club activities. Due to employment, marriage and other life changing decisions around the members, the storage of club tools is needed to resolve the storage problem, therefore this service is created.

"Cloud-Bushitsu" (<https://cloud-bushitsu.minikura.com/lp/>) is a "community storage service for next generation" that combines club communication between members and storage functions. Based on the concept of locker room, it is a unique service with full of special features that stimulates the users' interest and creates communication with friends. MINIKURA will continue to provide services that will help to solve storage space problems by focusing on the concept of "cloud storage," a lifestyle platform.



[About Cloud-Bushitsu]

By targeting 20 to 30 generations people who devoted to club activities during the school days, minikura's cloud storage service offers a "Community storage service for the next generation" with a function such as SNS group member only communication tool. Usually, minikura provides a cloud storage service for individual users. This new service, "Cloud-Bushitsu" allows users to store and manage items, and communicate with teammates. In addition, other functions such as "Join the club", "Chat in our locker room", "Use our locker" and more are available to inspire user experiences and communicate actively. Lastly, the temperature and humidity in the warehouse are under control, and the environment of storage is more optimal than own home.

- Service Name: Cloud-Bushitsu
- Key Phrase: #Letsmakeourcloudlockerroom
- Service Start Date: May 9th (Tue.), 2017
- Platform: WEB (PC, Smartphone)
- Price: Free (usage of locker function is 500 yen / month)
- Registration: URL: <https://cloud-bushitsu.minikura.com/>

- How to use

- Log in to Cloud-Bushitsu, and purchase a special box from the top page.
- Receive the box at home
- Pack your items into the box and send it with an attached delivery sheet.
- MINIKURA will manage your items one by one with picture taken.
Log in to your own "Cloud-Bushitsu" page, and all members are able to view the stored items.

- PRICE

500 yen / month (tax included) per M size box (120 cm)

960 yen / month (tax included) per L size box (150 cm).

You can take out your item one by one when you need and store back after usage.

1 Packing 1 time 1500 yen (tax included)



[M SIZE] For smaller items such as uniforms and jerseys, spikes and tennis balls (left) .

[L SIZE] For larger items such as racket, baseball bat and basketball (middle)

"Cloud-Bushitsu" special box looks like a locker (right - real object)

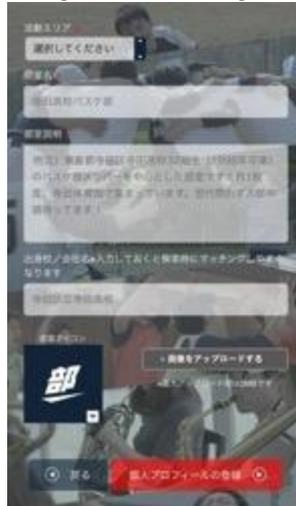
●"Cloud-Bushitsu" 6 feature functions

1. Join the club



When you found your club group, press "Send the sign-up form". After the club manager approves, you can join the group.

2. Create "Bushitsu" (locker room)



The person who creates the room is the manager. The manager can invite friends and former club members to join the room.

3. Chat with members



After members join the room, members can message in the SNS function. Let's chat together.

4. Locker usage



After paying the fee, members can store jersey, uniform and other bulky club tools

5. Manage club



Practice, game and drinking party can be arranged in the room. It provides function to organize schedule, location and time smoothly.

6. Other use



It is OK to join more than two clubs. Such as school club, company's team and other groups.

* For more detailed information, please go to <https://cloud-bushitsu.minikura.com/lp/>

[About MINIKURA] (<https://minikura.com/about/en.html>)

MINIKURA is a cloud storage service and a start-ups incubation business by Warehouse TERRADA.

“minikura.com” is a web service that any user can access storage of his/her own at any time and from any place, and “MINIKURA API” is the original application especially developed for it. Utilizing these service and system, MINIKURA is offering the original cloud storage service to provide the logistic system to various companies. Also, MINIKURA is operating “Start-ups Incubation” business, supporting start-up companies in funding and system building, and, offering extraordinary services with these companies.

[About Warehouse TERRADA]

Company Name: Warehouse TERRADA

Main Business: Preserving / Safekeeping Business and Related Business

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Foundation: October 1950

U R L : <http://www.terrada.co.jp>

**[For Inquiries about the service and interview]**

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