

Press Release

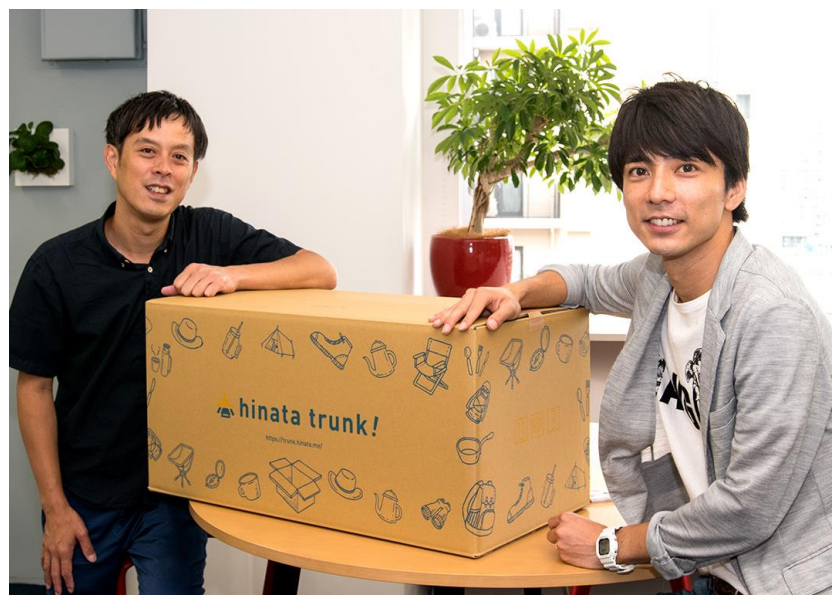
August 12th, 2016

## **Warehouse TERRADA's Capital Investment to vivit,inc.**

- Supporting a new business which will revolutionize outdoor industry -

Warehouse TERRADA (Shinagawa, Tokyo / CEO: Yoshihisa Nakano) is pleased to announce that we have concluded an agreement with vivit,inc. (Shibuya, Tokyo / President & CEO: Hisayoshi Mizutani) which is operating outdoor and related services, regarding the allocation of new shares to a third party.

Warehouse TERRADA is operating "MINIKURA" and has also been supporting start-up companies actively. And now, we are going to subscribe shares of vivit,inc. as an allocation of new shares to a third party for a capital investment. Utilizing our "MINIKURA" system, vivit,inc. is providing the "hinata trunk!" service which enables individual users to store and manage their outdoor equipment. Also, vivit,inc. is going to develop additional functions and work to acquire more users.



**[About hinata trunk! <https://trunk.hinata.me/>]**

“hinata trunk!” is the smart trunk box service by vivit,inc. that enables to go camping without taking heavy luggage from home by depositing camping and outdoor equipment. The monthly storage fee is 980 yen (plus tax), and users can store their outdoor gear in “hinata trunk!” storage and pick them up only when they need them. All users have to do is to buy a “hinata trunk!” special box, pack their outdoor gear in the box and send it to the storage, which means users can send whatever, whenever, and wherever they like. After using the equipment, they can simply send it back to the storage. Casual camping with no hassle is guaranteed.

\* “hinata trunk!” is utilizing “MINIKURA API,” an application for the operation system which was developed by Warehouse TERRADA.



**[About MINIKURA]**

MINIKURA is a cloud storage service and a start-ups incubation business by Warehouse TERRADA. “minikura.com (<https://minikura.com/>)” is the 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.

Company Name: Warehouse TERRADA

Main Business: Preserving / Safekeeping Business and Related Business

Representative: CEO, Yoshihisa Nakano

Address: 2-6-10 Higashi-Shinagawa, Shinagawa-ku, Tokyo 140-0002, Japan

Foundation: October 1950

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

Company Name: vivit inc.

Main Business: Development and Operation of Web Media/ Content

Representative: President & CEO: Hisayoshi Mizutani

Address: Oak3 Building 2F, 2-2-13 Ebisu, Shibuya-ku, Tokyo 150-0013, Japan

Foundation: January 2014

URL: <https://vivit.co.jp>

**vivit,inc.**

**[For Inquires about the service]**

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**[For Inquires about interviews]**

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