ハナツアー

COMPANY PROFILE

Shape Everyday Dreams

HANATOUR JAPAN Co., Ltd.
Toranomon Y-CO Bldg. 8F, 5-12-1 Toranomon, Minato-ku, Tokyo, 105-0001, Japan





We will continue to earn the trust of society,
and we will make every effort to be reborn as a company which shares true happiness with its customers.



HANATOUR JAPAN CO., LTD.

We were established in September 2005 with the goal of being a dream maker that delivers dreams and joy to customers through travel.
In December 2017, we were listed on the Tokyo Stock Exchange Mothers market(Current Growth market) and have been working hard until today.
Going forward, we will continue to grow as a company that can share excitement and happiness with our customers, while aiming to become a dream maker, our goal since the establishment.

Heart
Which hopes for a happy world brought about by travel.

New Vision
Which opens up the future to provide customer satisfaction.

Trust
Which promises excitement and
confidence through new cultural creations.

2005

Sep. HANATOUR JAPAN(Co., Ltd.) founded Joined Japan Association of Travel Agents (JATA)



Nov. Registered as Tourism Agency Travel Industry Type 1.

Dec. Selected for Japan Council of Travel Agents for Chinese.
Started services for inbound travelers from overseas other than Korea Visitors.
Start of service for outbound travelers.

2006

Sep. Opened Kyushu sales office

2007

Feb. Relocated head office to Toranomon, Minato-ku, Tokyo.

Apr. Acquired official passenger agency license from the International Air Transport Association (IATA).

May. Acquired YUAI KANKO BUS (Ltd.) as a subsidiary.



2009

Jul. Opened Osaka sales office.
Opened special site for Japanese inn reservations. (www.japanryokan.net)

2010

Aug. Relocated head office to Nishi-Shimbashi, Minato-ku, Tokyo.

Oct. Opened Haneda Airport Information Counter.



2012

Jun. Opened Hokkaido sales office.

2013

Mar. Opened a Korean sales office.

May. Founded AllegroxTM Hotel Management (Co., Ltd.)

Jun. Absorbed Hanatour International Japan (Co., Ltd.) in a merger.

2014

Jan. Started operating Kurukuru Bus.

Mar. STARSHOP&LINE (Ltd.) founded as a subsidiary.



May. Opened STAR SHOP Fukuoka store.

Dec. Opened Okinawa sales office.
Started operating Kurukuru Car Rental.

2015

Jan. Opened Kansai Airport counter.

Apr. Opened Tmark City Hotel Sapporo.

Nov. Relaunched Japanryokan.net.



2016

Apr. Opened STAR SHOP Osaka store.
Opened YUAI KANKO BUS Hokkaido sales office.

Nov. Opened YUAI KANKO BUS Kyushu sales office.

2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026

2017

Jan. Founded Hanatour Japan System Vietnam (Co., Ltd.).
Opened YUAI KANKO BUS Okinawa sales office.

Feb. Opened India liaison office.

Apr. Opened STAR SHOP Sapporo store.

Sep. YUAI KANKO BUS (Ltd.) The Japan Bus Association “Safety Evaluation” Certification.

Dec. HANATOUR JAPAN (Co., Ltd.) listed on the TSE’s Mothers market (Currently Growth market).



2018

Jan. Opened a reservation management system for hotel of B2B (JAPAN TOMARU).
Opened ticket sales site (www.japantopken.com).

Mar. YUAI KANKO BUS (Co., Ltd.) has been reorganized from a limited

company to a stock company.

Jul. Opened Tmark City Hotel Tokyo Omori.

2019

Feb. Opened Indonesia liaison office.

Jul. Opened a travel services sales site integrated with Japan Topken and Japan Tomaru (Gorilla).

Dec. Opened Tmark City Hotel Sapporo Odori.

2020

Feb. Transferred Kurukuru Rental Car business as part of business structure reform.

Apr. Local sales offices (Osaka, Kyushu, Hokkaido, Okinawa) integrated into Tokyo head office.

2021

Mar. Opened Hotel Senren Kyoto Higashiyama Kiyomizu.

Apr. Acquired Tour Operator Quality Certification.

May. Relocated head office to Shinjuku, Shinjuku-ku, Tokyo.

Aug. Liquidated STARSHOP & LINE as part of business structure reform.
Acquired Privacy Mark Certification.

Nov. Increased capital to 1.771 billion yen.

2022

Mar. Opened Tmark City Hotel Kanazawa.

Apr. Transition to Growth market, Tokyo Stock Exchange.

Nov. Closed “Hotel Senren Kyoto Higashiyama Kiyomizu” by agreement to terminate the lease contract.

2023

Mar. Decreased capital to 100 million yen
Re-opened Kyushu Office by rebound in inbound travel demand

Nov. Re-opened Hokkaido Office by rebound in inbound travel demand

2024

Apr. Developed the HANARO and BUSRO systems for business integration.

Dec. Surpassed 45,000 monthly room sales on the B2B platform “Gorilla.”
Closed the Kansai International Airport counter to streamline sales operations.

2025

Mar. Sang-wook Kim appointed as Representative Director.

May. Relocated head office to Toranomon, Minato-ku, Tokyo.

2026

Mar. Operations at “Tmark City Hotel Sapporo” terminated due to aging facilities.

Oct. Launched “HANAMADE”, a B2B system for inbound foreign independent travel (FIT).

INTRODUCTION OF HANATOUR JAPAN BUSINESS

We will guide you from the planning of your trip, using all the infrastructure of our group companies to help you arrival and departure from airports throughout Japan.
We will send all Japan to the world to support all aspects of Japan travel, including transportation, lodging, shopping, leisure and sightseeing throughout Japan.



Airport counter
We operate a service counter at Haneda Airport. Our services include crew transportation arrangements for various airlines, tourist information, and taxi reservation services.

Crew transportation for various airlines



株式会社 友愛観光バス

https://yuai-kankobus.co.jp/

With the goal of a more comfortable and safer YUAI sightseeing bus,
we operate a private sightseeing bus centered on inbound and shuttle buses.

Airport shuttle

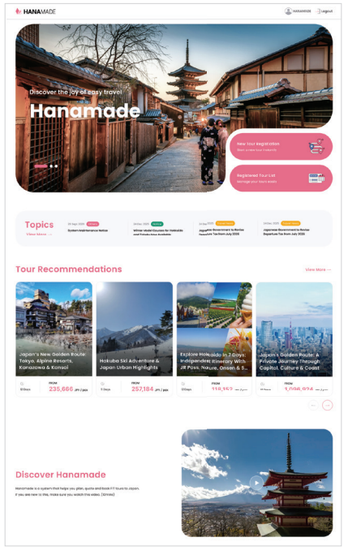


Tmark City Hotel

https://tmarkcity.com/

We operate Tmark City Hotel Tokyo Omori, Tmark City Hotel Sapporo Odori, Tmark City Hotel Kanazawa. We also provide development and marketing consultants, as well as Sending customer to Overseas.

Hotel accommodation

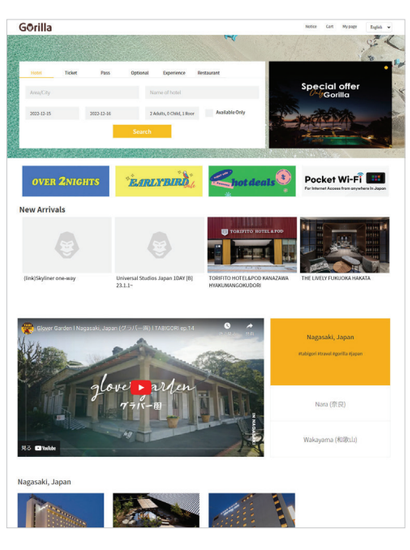


Inbound FIT planning and arrangements

HANAMADE

https://agency.hanamadejapan.com/

Launched “HANAMADE”, a system that helps overseas travel agencies, mainly in Europe, North America and Oceania, plan and sell inbound foreign independent travel (FIT) to Japan. This all-in-one online platform covers everything from itineraries and quotations to travel arrangements within Japan.



Hotel reservation & Tourist attractions

Gorilla

https://agency.gorillajapan.com

Launched「Gorilla」, one-stop travel service for B2B (scheduled for B2C), which sells travel products such as hotels, various tickets, transportation passes, optional tours, and restaurant.

01

Travel

With “All About JAPAN” as our motto, HANATOUR JAPAN operates Japan inbound travel businesses for travelers and travel agencies worldwide.
In 2025, our services were utilized by approximately 1 million international visitors to Japan.



Travel arrangement • purchase business

1. INBOUND TRAVEL ARRANGEMENTS FROM KOREA

1-1 We arrange Hotels, restaurants, buses, etc for customers of Head office ‘HANATOUR SERVICE INC.’ in South Korea.

1-2 We handle a lot of INCENTIVE, FIT, AIR & HOTEL as well as PKG.

2. EUROPE, AMERICA, CHINA, SOUTHEAST ASIA

2-1 We handle PKG, INCENTIVE, FIT, AIR & HOTEL, and other planned products in partnership with local agents from Europe, United States, India, Southeast Asia.

2-2 We have established sales office in Indonesia and are focusing on providing travel products and sales activities that reflect local information and trends.



Client
World travelers and travel agencies

Function
Management system for booking and arrangement

Strength
Travel related resources in general

3. OUT BOUND TRAVEL ARRANGEMENTS

3-1 We sell such as Hotels, Airport Bus Tickets, Tickets and Day Tours from Japan to Overseas.

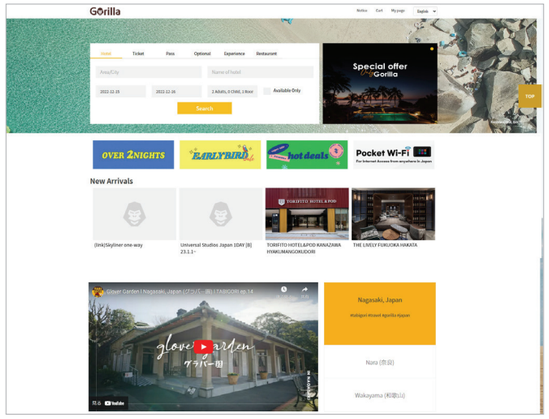
4. TRAVEL RESOURCE PURCHASE AND SALES SPECIALIST IN JAPAN

4-1 We have Sales offices in Major Cities all over Japan which strengthen our hotel purchase business.

4-2 As of the first quarter of 2026, we have concluded contracts with 1,863hotels and sell approximately 600 types of products, including admission tickets and passes.

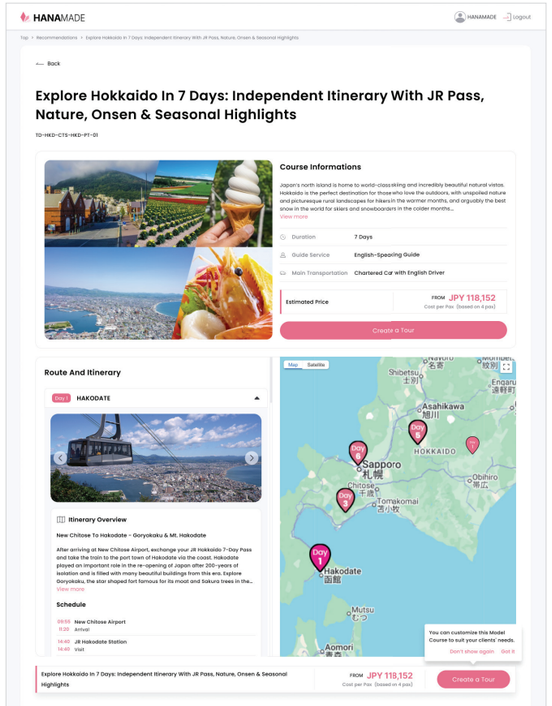
Online Sales

1. Gorilla Japan - Hotel reservation & Tourist attractions

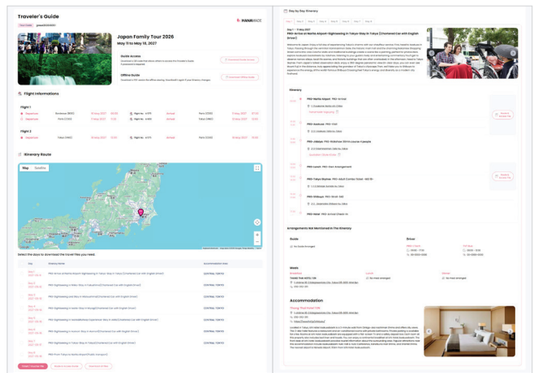


HANATOUR JAPAN newest flagship in FIT reservation Infrastructure.
An online platform that provides travel resources all over japan in one stop.
More than just a hotel and ticket reservation system, It is a dynamic platform that enable travel agents to tailor travel packages using available travel products.
https://agency.gorillajapan.com/

2. HANAMADE - Inbound FIT planning and arrangements



HANAMADE helps overseas travel agencies plan and sell inbound foreign independent travel (FIT) to Japan.
This all-in-one online platform covers everything from itineraries and quotations to travel arrangements within Japan. It helps agencies build travel plans that fit their clients’ needs, and we aim to capture the growing demand for FIT. It can also create a Traveler’s Guide that sets out each trip’s itinerary and essential travel information in an easy-to-read format.
https://agency.hanamadejapan.com/



02

Bus

The Chartered Sightseeing Bus Services meets Customer's various travel needs and situation adjustable according to number of travellers.
Moreover, We constantly develop transport solutions ranging from rental cars to daytours transfers.



| YUAI KANKO BUS | 株式会社 友愛観光バス

Chartered bus supports various number of travellers with more reasonable transport options compared with Taxi or trains.
All our Vehicles holds the highest safety standards that is suitable for any traveller segments, be it for family or other enjoyments.







Vehicle information

As of December 2025

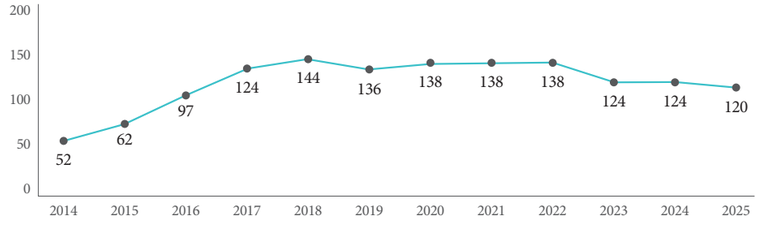
	Large	Medium	Small	Total
Tokyo	18	3	2	23
Haneda	9	7	-	16
Osaka	22	6	2	30
Sapporo	26	2	-	28
Kyusyu	18	3	2	23
Total	93	21	6	120

Utilizing accumulative business know-how Since its establishment in 1978, Numerous inbound achievements has been achieved.

- ✓ Utilizing the latest safety system
- ✓ Comfortable and fulfilling seating arrange ments
- ✓ Safe operation by professional drivers
- ✓ Supports various vehicles according to the purpose and number of people

Fleet Size Trends

Number of Buses Unit: Vehicles



03

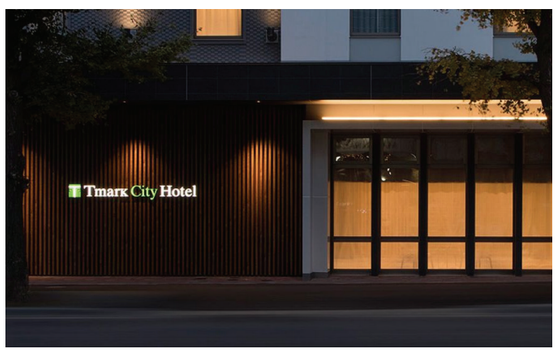
Hotel

T Mark City Hotel provides an excellent access to main attractions, reasonable price, and relaxable facilities for travellers from all over the world seeking diverse experiences.
Staying at T Mark City Hotel gives another joy for travellers, making precious memories only for you, while staying away from a daily life.

Tmark City Hotel

YOUR GLOBAL TRAVEL LANDMARK

**We offer comfortable staying time by scrupulous and considerate service and sincere hospitality.
While we have friendly manner, we will seek to supply better service and educate our front-staff to deal with multi-language for the global customers.**



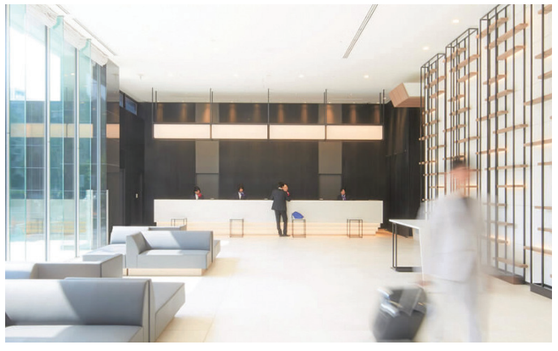
| Tmark City Hotel Sapporo Odori | 150 Rooms

Located in the heart of Sapporo, Tmark City Hotel Sapporo Odori offers excellent accessibility, facilities tailored to our guests' needs, and high-quality service to ensure a comfortable stay.

|Tmark City Hotel Tokyo Omori | 288 Rooms

With a "New Japanese-Modern" design concept, we offer a simple yet stylish space. Located within close proximity to Haneda Airport and central Tokyo, it is an ideal location for both domestic and international travel, as well as business.





| Tmark City Hotel Kanazawa | 108 Rooms

Tmark City Hotel Kanazawa is situated in the heart of Katamachi—a vibrant district lined with restaurants where history and modernity coexist. It is the perfect base for both business and sightseeing in Kanazawa.

HANATOUR JAPAN GROUP COMPANIES

HANATOUR JAPAN Head Office

ハナツアー

Company Name	HANATOUR JAPAN Co., Ltd.
Date of Foundation	September 1, 2005
CEO	Sang-Wook Kim
Employees	105 (As of the end of December 2025, single unit)
Stock ticker number	6561(TSE's Growth)
Registrations	Tourism Agency Registered Travel Agent No. 1773 Japan Association of Travel Agents(JATA) Member Japan Council of Travel Agents for Chinese Visitors Tour Operator Quality Certification
Tel	+81-3-6629-4760
Address	Toranomon Y-CO Bldg. 8F, 5-12-1 Toranomon, Minato-ku, Tokyo, 105-0001, Japan
Web Site	https://hanatourjapan.jp/
Business	Travel Industry based on the Travel Agency(domestic and international travel services) Tourist guide General passenger transportation The translation and interpretation Car transport business

Gorilla

Gorilla Japan
TEL. 03-6629-4754
https://agency.gorillajapan.com/

HANAMADE

HANAMADE
TEL. 03-6629-4754
https://agency.hanamadejapan.com/

HANATOUR JAPAN Subsidiaries

Hotel Facility Business

ALLEGROX

ALLEGROX Co., Ltd.
Toranomon Y-CO Bldg. 8F, 5-12-1 Toranomon, Minato-ku, Tokyo
TEL. +81-3-6380-0909
https://tmarkcity.com/

Tmark City Hotel TOKYO OMORI

T Mark City Hotel Tokyo Omori
1-2-10 Omori Honmachi, Ota-ku, Tokyo
TEL. +81-3-5764-1810
https://tmarkcity.com/tokyo-omori

Tmark City Hotel SAPPORO ODORI

T Mark City Hotel Sapporo Odori
Minami 2-jo Nishi 7-chome, Chuo-ku,
Sapporo, Hokkaido
TEL. +81-11-219-3300
https://tmarkcity.com/sapporo-odori

Tmark City Hotel KANAZAWA

T Mark City Hotel Kanazawa
2-21-7 Katamachi, Kanazawa City, Ishikawa
TEL. +81-76-210-9021
https://tmarkcity.com/kanazawa

Bus Business

株式会社 友愛観光バス YUAI KANKO

YUAI KANKO BUS Co., Ltd.
3-27-3, Nishimizuwon, Katsushika Ward, Tokyo
TEL. +81-3-6427-7663
https://yuai-kankobus.co.jp/

IT Business

HJSV

Hanatour Japan System Vietnam Co., Ltd
8th floor, VNO building, 462 Phan Xich Long street, Cau
Kieu Ward, Ho Chi Minh City, Vietnam
TEL. +84-8-39301910
https://www.hanatourjsv.com/

We provide everything needed for travel from arrival to departure while in Japan by combining a variety of HANATOUR JAPAN group's products

HANATOUR JAPAN NETWORK

| Domestic Network |

From Hokkaido to Okinawa, HANATOUR JAPAN's network covers across Japan.
We can provide support for accommodation, transportation etc.,
which are essential for travelling in Japan



HOKKAIDO
HANATOUR JAPAN Hokkaido Sales Office
T Mark City Hotel Sapporo Odori
YUAI KANKO BUS SAPPORO Office

FUKUOKA
HANATOUR JAPAN Kyusyu Sales Office
YUAI KANKO BUS Kyusyu Office

KANAZAWA
T Mark City Hotel Kanazawa

TOKYO
HANATOUR JAPAN Tokyo Head Office
HANATOUR JAPAN Haneda Airport Counter
YUAI KANKO BUS Tokyo Sales Office
YUAI KANKO BUS Haneda Sales Office
T Mark City Hotel Tokyo Omori

OSAKA
YUAI KANKO BUS Osaka Sales Office

| Overseas Network |

We HANATOUR JAPAN seek to be closer to our customers from all over the world, and expand our overseas network proactively.

- INDONESIA
  Indonesia Liaison Office (Jakarta)
- REPUBLIC OF KOREA
  HANATOUR JAPAN Korea Sales Office (Busan, Seoul)
- VIETNAM
  HANATOUR JAPAN SYSTEM VIETNAM (Ho Chi Minh)

HANATOUR JAPAN Handling country *2025 base



South Korea, China, Taiwan, Hong Kong, Thailand, Vietnam, Malaysia, Philippines,
Indonesia, India, United States, Spain, United Kingdom, Italy, Netherlands, Greece, Czech Republic,
Denmark, Hungary, Finland, Bulgaria, Belgium, Poland, Malta, Romania, Slovenia, Israel, Kuwait, Turkey,
Brazil, Chile, Mexico, Dominican Republic, South Africa, and more.

To date, customers from 34 countries and regions
have visited Japan using HANATOUR JAPAN.
With the goal of further expansion,
we will continue to deliver the joy of traveling in Japan to customers from all over the world.