

March 31, 2016

(Translation of Japanese Release No. 53)

## **JTB Becomes a Tokyo 2020 Official Travel Services Partner for the Tokyo 2020 Olympic and Paralympic Games**

**Putting our Brand Slogan “*Perfect moments, always*” into practice to  
contribute to the success of the Tokyo 2020 Olympic and Paralympic Games**

JTB Corp. (Head Office: Shinagawa-ku, Tokyo; President & CEO: Hiroyuki Takahashi; hereinafter “JT B”) is pleased to announce that it has concluded a Tokyo 2020 Sponsorship Programme agreement with the Tokyo Organising Committee of the Olympic and Paralympic Games (President: Yoshiro Mori) to become a Tokyo 2020 Official Travel Services Partner.

The Brand Slogan of the JT B is “*Perfect moments, always*” and by putting these three words into practice at the Olympic and Paralympic Games, which are a source of inspiration for so many people, we aim to contribute to the success of the Tokyo 2020 Olympic and Paralympic Games and create endless “perfect moments” that endure beyond 2020.

The JT B has supported the Olympic and Paralympic Movements over the course of many years, and at the Tokyo 1964 Olympic Games we provided services for accommodation and transportation. Since then, utilizing our network we have provided safe and secure travel services to many customers at other Olympic and Paralympic Games, assisting both athletes and spectators alike, most recently at the London 2012 Games and Sochi 2014 Winter Games, for which we made travel arrangements for the Japan’s national Olympic and Paralympic teams and provided a range of tours for supporters.

At the Tokyo 2020 Olympic and Paralympic Games all employees of the JT B will devote themselves to welcoming many honored customers to Japan from around the world through our “inbound business,” which is also the origin of the JT B’s business, and ensuring that through travel around Japan our customers can experience the attractions of each region and sample the Japanese spirit of hospitality. We will also work actively to promote the further expansion of universal tourism, so that all people, regardless of nationality, age or impairment, can experience the pleasure of travel.

Through its travel services that bring joy and satisfaction to customers, the JT B would like to dedicate its efforts to working for the success of the Tokyo 2020 Olympic and Paralympic Games. Looking ahead, in cooperation with other organizations, local governments and business partners, we aim to contribute to the creation of legacies for future generations in Japan that stretch far beyond 2020.



## Overview of the Agreement

Agreement Programme:	Tokyo 2020 Sponsorship Programme
Agreement Category:	Tokyo 2020 Official Partner Travel agency services and national trip hospitality services category
Agreement Period:	March 31, 2016 to December 31, 2020
Coverage:	Sponsored Games <ul style="list-style-type: none"><li>• The Games of the XXXII Olympiad (Tokyo 2020)</li><li>• The Tokyo 2020 Paralympic Games</li></ul> Support to Japan's national Olympic and Paralympic teams at: <ul style="list-style-type: none"><li>• The Games of the XXXI Olympiad (Rio 2016)</li><li>• The Rio 2016 Paralympic Games</li><li>• The XXIII Olympic Winter Games (PyeongChang 2018)</li><li>• The PyeongChang 2018 Paralympic Winter Games</li><li>• The Third Summer Youth Olympic Games (Buenos Aires 2018)</li><li>• The Third Winter Youth Olympic Games (Lausanne 2020)</li><li>• The Games of the XXXII Olympiad (Tokyo 2020)</li><li>• The Tokyo 2020 Paralympic Games</li></ul>
Region:	Within Japan

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