

March 28, 2014

**OMOTENASHI\* Spirit Campaign aimed at overseas visitors to Japan.**

**Present your Tokyo Metro 1 or 2-day Open Ticket at Bic Camera Stores and  
enjoy an 8% tax exemption PLUS an additional 8% off your shopping.**

Tokyo Metro Co., Ltd. (Head Office: Taito City, Tokyo, President: Yoshimitsu OKU)  
Bic Camera Inc. (Head office: Toshima City, Tokyo, President: Hiroyuki MIYAJIMA)

Tokyo Metro Co., Ltd. and Bic Camera Inc. have decided to continue running the OMOTENASHI Spirit Campaign beyond April 1, 2014. During this campaign overseas visitors to Japan are able to receive an 8% tax exemption plus an additional 8% off their shopping at Bic Camera stores upon presentation of their passports along with a Tokyo Metro 1-day Open ticket. (This campaign was scheduled to end March 31, 2014).

Up until now the Special 1 or 2-day Open Ticket available to overseas visitors could only be purchased at three Bic Camera stores, the Bic Camera Yurakucho Store, the BICQLO Bic Camera Shinjuku Station East Exit Store, and the Bic Camera Akasaka-mitsuke Station Store. However, from April 1, 2014 these Special Open Tickets will also be available from the main store in Ikebukuro, as well as at the Shibuya Station East Exit Store.

In 2013 visitor numbers to Japan finally hit the longstanding goal of 10 million and this strong growth in visitor numbers is expected to continue in 2014. Against this backdrop and with the aim of proactively capturing the international visitor market, Tokyo Metro and Bic Camera hope to help overseas visitors fully enjoy their stay in Tokyo by continuing the OMOTENASHI Spirit Campaign and also by increasing the number of locations where Special Open Tickets can be purchased.

At Tokyo Metro we are dedicated to improving Tokyo's rank as an internationally competitive city by making it easier and more convenient for overseas visitors to travel around Tokyo. To achieve this Tokyo Metro distributes the multilingual Tokyo Metro Guide at stations and has installed Welcome Boards at Ueno and Shinjuku stations. Tokyo Metro also provides a Japanese National Tourism Organization authorized tourist information service at tourist information desks located in four locations within Tokyo Metro stations.

Please see the attachment for details regarding the OMOTENASHI Spirit Campaign.

\*Omotenashi is very attentive Japanese-style customer service, or hospitality



**Details of the OMOTENASHI Spirit Campaign aimed at overseas visitors to Japan**

**1. Campaign Outline**

Overseas visitors to Japan can present their ticket (see details below) and passport to the Bic Camera Ikebukuro Store, the Bic Camera Yurakucho Store, the BICQLO Bic Camera Shinjuku Station East Exit Store, the Bic Camera Akasaka-mitsuke Station Store, or the Bic Camera Shibuya Station East Exit Store, and receive an 8% tax exemption plus an additional 8% off their Bic Camera purchases.\*

Example: If a customer is purchasing a ¥21,600 product, 8% will be discounted as a consumption tax exemption which leaves ¥20,000. The product is then discounted by a further 8% leaving ¥18,400.

\*Cannot be used in conjunction with any other campaign, special offer or loyalty program.

**2. Eligibility**

Limited to overseas visitors (Visitor status will be confirmed via passport).

**3. Applicable Tickets**

Tokyo Metro 1 or 2-day Open Ticket (includes Special Open Tickets for overseas visitors).