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FOR IMMEDIATE RELEASE

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 (Securities code: 9474)
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Notice of Launch of Shareholder Benefit Program

ZENRIN Co., Ltd. announces that it has decided to launch a shareholder benefit program as outlined below.

1. Reason for Launching Shareholder Benefit Program

The shareholder benefit program is being launched to enhance the attractiveness of investing in the Company's shares over the medium and long term by having shareholders deepen their understanding of our groups' products and services while responding to their continuing support.

2. Details of Shareholder Benefit Program

(1) Eligible shareholders

Shareholders listed or recorded in the shareholders' register as of March 31 of each year who have held the Company's shares for three consecutive years or longer, and also hold 200 shares (two units) or more.

(2) Details

Shareholding Period and Number of Shares Held	Shareholder Benefits
(i) Shareholders holding shares for 3 consecutive years or longer and holding 200 shares (2 units) or more but less than 500 shares (5 units).	<ul style="list-style-type: none"> • Shopping coupons worth 2,000 yen usable at the "ZENRIN Store" • Right to use "its-mo NAVI [Multi]" for 6 months (From July 1 to Dec. 31 of each year) Shareholders can select one of the above two options.
(ii) Shareholders holding shares for 3 consecutive years or longer and holding 500 shares (5 units) or more.	<ul style="list-style-type: none"> • Shopping coupons worth 3,000 yen usable at "ZENRIN Store" • Right to use "its-mo NAVI [Multi]" for 12 months (From July 1 to next June 30 of each year) Shareholders can select one of the above two options.

*"Shareholders holding shares for 3 consecutive years or longer" are those who have been listed or recorded in the shareholders' register for three consecutive years or longer under the same shareholder number. The shareholding period is calculated with the period prior to the launch of the shareholder benefit program included.

*"ZENRIN Store" is the online shopping site for the Company's products. (<http://store.zenrin.co.jp/>)

*"its-mo NAVI [Multi]" is a highly functional navigation application for smartphones operated by the Company's consolidated subsidiary ZENRIN DataCom Co., Ltd. that is packed with various functions such as route searching for "on foot," "by train," "by car," etc. as well as traffic information and transfer guides. (Details of "its-mo NAVI [Multi]": <http://app.its-mo.com/multi/>)

*Both services require internet connections.

3. Period of Launch of Shareholder Benefit Program

The program will be launched for shareholders listed or recorded in the Company's shareholders' register as of March 31, 2015 who satisfy the aforementioned conditions. Further details of the shareholder benefit program are scheduled to be provided in late June, 2015.

The Company is resolved to continue management that places importance on shareholders going forward and to further consider shareholder returns which will lead to the enhancement of its corporate value.

Disclaimer: This translation is for informational purposes only. If there is any discrepancy between the Japanese version and the English translation, the Japanese version shall prevail.