

June 14, 2017
Recruit Holdings Co.,Ltd.

Acquisition of TrustYou GmbH, a European developer of review management systems for the tourism industry

Recruit Holdings Co., Ltd. (Headquarters: Chiyoda, Tokyo; Representative Director and CEO: Masumi Minegishi; hereinafter referred to as "Recruit") has purchased 100% of shares in Trust You GmbH (Headquarters: Munich, Germany; CEO: Benjamin Jost; hereinafter referred to as "TrustYou"), a developer of review management systems (a kind of customer relationship management) for businesses working in the tourism industry.

1. Overview

The online reservation ratio keeps growing higher in the tourism industry than it is in other service industries, particularly in Europe. With the increase of internet travel entities, such online reservations are expected to rise even further.

This has led to hotels and other accommodation providers increasingly seeking to develop online customer relationship management and marketing tools, which are expected to play a large role in the travel industry.

The company we recently acquired, TrustYou, provides hotels and other accommodation providers in Europe and throughout the world with review management systems which collect and analyze customer reviews. Their service, offered in over 30 languages, automatically compiles reviews written by customers who booked directly through the hotel, as well as those who booked via travel websites or social networking services, organizing all of the reviews in one place and using them to generate reports. Established in 2008 in Germany, the company's excellent review compilation and analysis technology has enabled it to become a major player on the world stage. So far the company collects approximately 100 million reviews for hundreds of thousands of hotels each year.

We believe that TrustYou's review management system expertise, review compilation and analysis technology, and customer base to be valuable assets for us to challenge next stage of online travel business. Having a tight cooperation with TrustYou, we believe that we strengthen our online travel technology business as a global wide player.

2. Company profile

(1)	Trade name	Trust You GmbH
(2)	Chief Executive Officer (CEO)	Benjamin Jost
(3)	Location	Agnes-Pockels-Bogen 1, 80992 München, Germany
(4)	Year of establishment	2008
(5)	Number of employees	121
(6)	Main areas of business	Operating review management system which is based on the collection and analysis of customer reviews to hotels and other accommodation providers
(7)	Website	http://www.trustyou.com/



Recruit Holdings will continue to provide people with useful information about the areas of work, learning, home, marriage, child rearing, travel, cars, hobbies and lifestyle. By offering services which provide users with new encounters and opportunities, we hope to be the one to help each of our users find their next big chance.

Inquiries
<http://www.recruit-rgf.com/support/>