

Company	Vision Inc.
Representative	Kenichi Sano, Chairman and CEO Tokyo Stock Exchange Prime Market Stock Code: 9416
Contact	Shinichi Nakamoto, Director and CFO (Tel. +81 3 (5287) 3110)

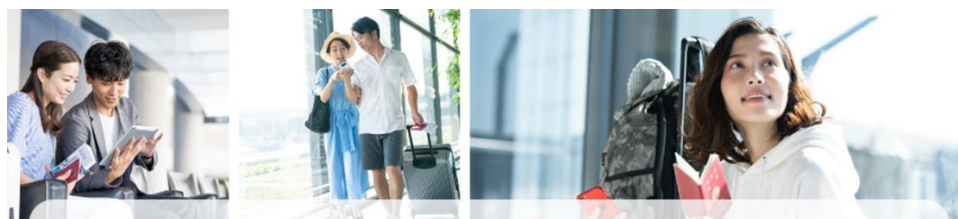
Vision Inc. receives the “CRM Best Practice Award” for the 14th time.

Vision Inc. (Headquarters: Shinjuku-ku, Tokyo; President, Representative Director and COO: Kenji Ota, hereinafter Vision), which operates GLOBAL WiFi Business, Information and Communications Service Business, and Glamping and Tourism Business under the themes of “Connecting People, Connecting the World,” has been selected for the “2025 CRM Best Practice Award” and “Continuation Award,” which recognizes companies, organizations, and groups that have achieved results with CRM [*1].



This is the 14th time that Vision has received this award in total. Vision will continue to promote Customer Centric Relationship Management and work to improve the value we provide in order to continually deepen relationships with customers and contribute to the world.

[*1] CRM: Abbreviation for Customer Relationship Management. A management approach in which a company builds long-term relationships with its customers.

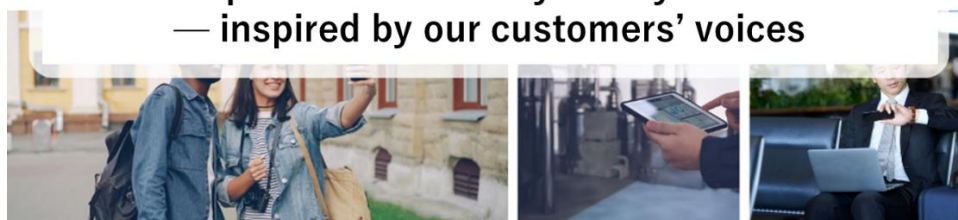


GLOBAL WiFi.



World eSIM.

**Travel options tailored to your style and needs
— inspired by our customers' voices**



• Details of the Award

GLOBAL WiFi Business Department eSIM Unit

“Model of utilizing VOC [*2] to revitalize dormant customers” 《Continuation Award》

[*2] Abbreviation for Voice Of Customer. Opinions and requests received from customers regarding products and services through all points of contact.

• Reasons of the Award

Vision, whose management philosophy begins with “To contribute to the global information and communications revolution,” has continually enhanced its services and improved customer satisfaction by leveraging its existing CRM platform. For the new service “World eSIM,” launched in 2023, we made strategic use of our existing CRM platform and expanded our target segment. As a result, the service, initially designed for younger users, has evolved into one that also appeals to customers in their 40s and above. By effectively utilizing the Voice Of Customers (VOC) from existing GLOBAL WiFi users, we identified pain points and digitally resolved them through the eSIM service. This enabled us to deliver a more convenient and self-sufficient service experience, which in turn led to stronger business performance.

• CRM Best Practice Award

The “CRM Best Practice Award” sponsored by the CRM Association Japan is presented to companies, government agencies, and organizations that aim to realize “Customer Centric Relationship Management (CCRM)” by evaluating their efforts and achievements.

• Vision’s Past Awards

2015, 2016, 2017, 2018, 2019, 2021, 2022, 2023, 2024: CRM Best Practice Award, Continuation Award

2013, 2014: CRM Best Practice Award

2012: CRM Best Practice Award, Oboshi Award

2009: CRM Best Practice Award

■ Vision Inc. Company Profile



With the corporate philosophy of “To contribute to the global information and communications revolution” and slogan of “More vision, more success,” Vision provides services primarily in the information and communications field and makes decisions with a clear vision to help customers achieve greater success.

- Trade Name : Vision Inc.
- Prime Market of the Tokyo Stock Exchange (Code : 9416)
- Representative : President, Representative Director and COO Kenji Ota
- Headquarters : Shinjuku East Side Square 8F, 6-27-30 Shinjuku, Shinjuku-ku, Tokyo
160-0022, Japan
- Incorporated : December 2001 (Established June 1995)
- Capital : 2,938,000,000 yen
- Homepage : <https://www.vision-net.co.jp/en>
- IR Information : https://www.vision-net.co.jp/en/ir_information.html
- Businesses :
 1. GLOBAL WiFi

International / Domestic (Japan)

2. Information and Communications Service

Fixed-line telecommunications service / Mobile communications service / Broadband service

Office automation equipment service / Internet media services

3. Glamping and Tourism

4. Others