

Shikoku Kotsu Press Club, Ehime Prefectural Government Press Club, Tokushima Prefectural Government Press Club, Kochi Prefectural Government Press Club Simultaneous announcement

## Launch of a New QR Code Train Ticket Service for Inbound Travelers



April 1, 2025  
Shikoku Railway Company  
Klook Travel Technology

Shikoku Railway Company (Headquarters: Takamatsu, Kagawa Prefecture; President and CEO: Kazuyuki Shinomiya; hereinafter “JR Shikoku”) and Klook Travel Technology (Headquarters: Hong Kong; Co-founder and CEO: Ethan Lin; hereinafter “Klook”) have joined forces to introduce a QR code\*-based ticketing service for the “ALL SHIKOKU Rail Pass,” a special rail pass designed for inbound travelers. By offering a QR ticket service compatible with automatic ticket gates, international visitors can access transportation directly without needing to exchange their online purchases for a paper ticket. This initiative aims to improve convenience for travelers and attract more visitors to Shikoku.

\*QR Code is the registered trademark of Denso Wave Incorporated.

### 1 Eligible Product

JR Shikoku Special Rail Pass: “ALL SHIKOKU Rail Pass”

[Overview]

The ALL SHIKOKU Rail Pass offers unlimited travel across six railway companies in Shikoku (JR Shikoku, Tosa Kuroshio Railway, Asa Kaigan Railway, Takamatsu-Kotohira Electric Railroad, Iyotetsu, and Tosaden Kotsu), as well as on Shodoshima Ferry and Shodoshima Olive Bus services.

### 2 Service Overview

In the past, even when customers purchased tickets online, they had to exchange their e-tickets for paper tickets at a station counter upon arriving in Japan. Thanks to the new partnership with Klook, tickets bought through Klook’s website or app will now be issued as QR tickets, eliminating the need for in-person exchanges at station counters. This enhancement provides a smoother travel experience, allowing passengers to board transportation immediately after purchase. By removing the hassle of ticket exchanges and dependence on station counter hours, this service significantly enhances convenience for travelers.

### 3 Service Launch Date

Effective from ticket sales on Tuesday, April 1, 2025.

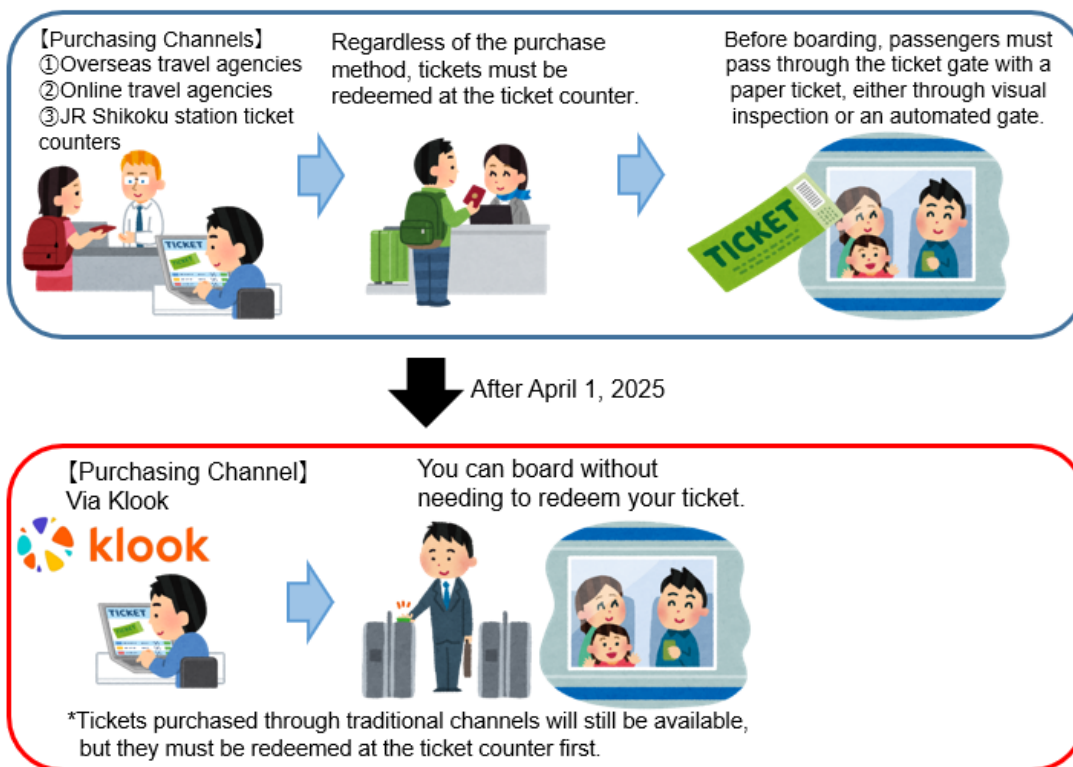
#### 4 Future Outlook

JR Shikoku has introduced a QR ticket service through API integration with Klook. This partnership enables travelers to seamlessly reserve and pre-pay for eligible JR Shikoku products via Klook, streamlining the booking process for greater convenience.

With this initiative, inbound travelers can access Shikoku's transportation network more smoothly than ever before. Additionally, by bundling rail passes with Klook's offerings—such as admission tickets to tourist attractions and experiential activities—this collaboration creates new opportunities for visitors to discover and enjoy the diverse attractions of Shikoku.

Looking ahead, JR Shikoku and Klook will continue to harness digital technology to enhance their services while working together to drive tourism and attract more visitors to the Shikoku region.

[Illustrative diagrams of the new service]



#### [Information and enquiries]

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