

To the press

September 17, 2025
GeoTechnologies, Inc.

GeoTechnologies Expands Strategic Alliance with Google in Geospatial Information Field

GeoTechnologies, Inc. (Headquarters: Bunkyo-ku, Tokyo, President & CEO: Yoichiro Yatsurugi) has entered into a development collaboration with Google aimed at advancing geospatial information and technology to create new solutions. Through this collaboration, GeoTechnologies' extensive map data and development expertise in the Japanese market and Google's global-scale geospatial information platforms including Google Maps and technological capabilities including AI will be combined to deliver services of even greater value to customers and society.



■ Background of Collaboration

About 30 years since its establishment, GeoTechnologies has consistently maintained and provided geospatial data of high freshness and quality. In recent years, geospatial data has been utilized in diverse fields such as mobility, logistics, disaster prevention, and tourism, and has already established itself as an indispensable infrastructure for daily life, not only as a means of obtaining location information. As a result, there is an increasing demand for the provision of data with higher accuracy and in real time.

Japanese map information is sophisticated, and its applications have evolved in a unique way, including car navigation and urban mobility assistance. Through this collaboration, the two companies will combine their technologies and expertise to accelerate technological innovation in a wide range of fields, such as upgrading the map information infrastructure including Google Maps in the Japanese market, improving the efficiency of map database development using AI, and strengthening solutions in the areas of automated and safe driving.

■ Capital and Business Alliance

In this collaboration, GeoTechnologies has secured a capital alliance from Google. This is intended to strengthen the partnership between the two companies and accelerate innovation and social implementation in the geospatial business. GeoTechnologies will use this

investment to strengthen its R&D structure, expand human resource recruitment, and promote the launch of new services in the market.

■ **From Yoichiro Yatsurugi, President & CEO, GeoTechnologies, Inc.**

Our relationship with Google began about 10 years ago with a study of our geospatial data utilization, and through the subsequent formal agreement and several contract renewals, we have gained the company's deep trust.

We are pleased to announce that we have deepened our relationship with Google into a strategic partnership that goes beyond the traditional framework of providing geospatial data. Furthermore, we have decided to accept a strategic investment from Google. This investment will greatly accelerate our goal of utilizing geospatial data and people flow data as social infrastructure. In addition, we are confident that we will be able to more vigorously pursue our growth strategy by leveraging Google's advanced technologies and knowledge, including generative AI.

We are truly honored that Google has made such an important decision. We will continue to provide valuable services to society through the cooperative relationship between our two companies.

■ **About GeoTechnologies, Inc.**

Since our founding in 1994, we have consistently provided reliable digital maps. The following year, we launched a map software, "MapFan." Since then, we have been at the forefront of the industry by swiftly providing essential AD/ADAS maps, crucial for advanced autonomous driving, along with Japan's first i-mode maps, car navigation systems, corporate map data, and location-based solutions. Moreover, through mobile applications like "TRIMA" (2020), we have established real-time connections with our users, allowing us to grasp "insights" into real-world situations, such as human movement and underlying motivations. By combining vast amounts of large datasets, most notably people flow trends with spatial data accumulated over approximately 30 years, we utilize cutting-edge technologies that analyze and provide "insights of the moment." Our goal is to contribute to society by fostering a more comfortable and sustainable world.

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Established: May 1, 1994

Business: Automotive Business/Enterprise Business/Marketing Business/Consumer Business

Corporate website: <https://english.geot.jp/>