

"Kyash points" launched today

~ Up to 6% rewards for transactions at cashless consumer rewards outlets ~

Kyash Inc. , which provides the wallet app "Kyash" and the payment platform "Kyash Direct," launched today its new incentive program "Kyash points" as introduced previously.



■About "Kyash points"

"Kyash points" are reward points issued to users of the wallet app "Kyash." Users will receive 1% (with some exceptions) of the total payment amount in "Kyash points" in real time when payment is performed using a physical card, and 0.5% of the total payment amount when using a virtual card. 1 Kyash point is equivalent to 1 yen, and points can be used to charge the user's Kyash balance or for their shopping needs and money transfers starting from 1 point. Users can also use their points with immediate effect without having to wait for them to be issued the following month, etc.

<Features of Kyash points>

- 1 point will be issued for every 100 yen paid using a physical card
- Points are issued in real time and can be used immediately to charge the user's balance or for other purposes
- Kyash balance can be charged at a conversion of 1 point to 1 yen

<Eligible transactions and incentive rate>

- Users with an activated physical card

- o Transactions eligible for points: Online payments and in-store payments
- o Transactions not eligible for points: Payment by QUICPay and other ineligible transactions
- o Incentive rate: 1% of total payment amount (rounded down)
- Users with the virtual card
 - o Transactions eligible for points: Online payments
 - o Transactions not eligible for points: Payment by QUICPay and other ineligible transactions*
 - o Incentive rate: 0.5% of total payment amount (rounded down)

■To charge your balance using "Kyash points"

The points received can be used to charge your balance in 3 easy steps. This point system allows you to use your points in a seamless manner in real time for your shopping needs and money transfers.



■Launch of the Project for Encouraging Businesses to Introduce Cashless Payment Systems and Pass on Benefits to Consumers

By making payments at participating merchants of the **Project for Encouraging Businesses to Introduce Cashless Payment Systems and Pass on Benefits to Consumers** during the effective period, users will receive points at a 5% or 2% rewards rate from these outlets.

This 5% and 2% rewards rate will apply on top of the regular 1% Kyash point rewards rate when payment is performed using Kyash. (Payment by QUICPay is also eligible.) This means that Kyash users can receive up to 6% rewards for these transactions.

For more details, please refer to https://campaign-i.kyash.co/cashless_point.

■About Kyash

Kyash is a technology company that develops and provides "value exchange" services and infrastructure. Kyash offers a prepaid-debit based mobile wallet app that allows consumers to make payments at Visa merchants and peer to peer transfers to individual users. In addition, we also provide the payment platform "Kyash Direct" which allows corporate customers to instantly issue Visa cards through a web API.

Kyash intends to transform the financial services landscape in Japan by changing the way that people pay.