

The first affiliated credit card in the aesthetic industry
Introduction of a new card design with the logo of multipurpose card “SAISON Card”
A new alliance with N. S. SHOJI and applications now accepted for
“SAISON elleseine Card”

Credit Saison Co., Ltd. (Head Office: Toshima-ku, Tokyo; President and CEO: Hiroshi Rinno) has made an alliance with N. S. SHOJI CO., LTD. (Head Office: Minato-ku, Tokyo; President: Hiroshi Nakamura), the leading company in the Japanese aesthetic industry nationally managing aesthetic salons “elleseine.” From November 11, applications are accepted for the industry’s first affiliated credit card, “SAISON elleseine Card.”

The new card offers a variety of benefits, such as exemption from the initial fee for “elleseine” (regular fee: ¥26,250) and the tripling of SAISON Permanent Points awarded for the card use at “elleseine.” The “SAISON elleseine Card” has a new design incorporating the logo of the multipurpose card, “SAISON Card” and features great usability. Mainly through advertising activities at the salons, we aim to issue 20,000 cards within 5 years.

- ◇ The business of N. S. SHOJI centers on the management of the 105 aesthetic salons “elleseine” in Japan as well as the sales of cosmetics, beauty appliances and natural cosmetics. Ever since its establishment in 1983, it has been leading the Japanese aesthetic industry. Among the 105 salons, Ueno Refleine has a ceramic bath using the natural ore SGE, which is unique in Tokyo and offers a healing space for the mind and body.
- ◇ The new “SAISON elleseine Card” entails no annual membership fee and offers the following unique benefits: (1) tripling of SAISON Permanent Points awarded for the card use at “elleseine”; (2) exemption from the initial fee for “elleseine” (regular fee: ¥26,250); (3) 10% discount for treatment; (4) 30% discount for care products for home use. (Please refer to the following page for more information.)

While incorporating the logo of the multipurpose “SAISON Card,” the new card carries a silvery pink surface with an original design. Unlike conventional ones that emphasized partner’s corporate identity, the new design matches customers’ needs, generating “greater usability for all occasions.” Moreover, by flexibly setting the limit for shopping, we strive to reduce customers’ inconvenience and respond to various needs in shopping.

Utilizing our marketing power and our strengths as a credit card company closely connected to distribution of goods and services, we are forming alliances with a large number of retailers. Another important characteristic is that 66% of SAISON Card holders are women. We will continue to strive for sales increase of our partners in order to promote co-existence and co-prosperity through offering excellent services.

◇Information regarding the new card◇
Credit Saison Co., Ltd. Public Relations Office (Kojima, Hirose)
Tel: 03-3982-0700 E-mail: prir@mail.saisoncard.co.jp
◇Information regarding the aesthetic treatment◇
elleseine elle-call center
Tel: 0120-31-3339

■ Outline of the SAISON elleseine Card



SAISON elleseine Visa Card

Outline of the card

- (1) Name: SAISON elleseine Card
- (2) Annual membership fee: Permanently free
- (3) Functions: Functions of SAISON Card & those of Visa Card
- (4) Benefits: All functions of SAISON Card (including the awarding of SAISON Permanent Points) and unique benefits

Unique benefits

- (1) Tripling of SAISON Permanent Points awarded for the card use at “elleseine”
- (2) Exemption from the initial fee for “elleseine” (regular fee: ¥26,250)
- (3) 10% discount for treatment* (applicable to payments by SAISON elleseine Card; restrictions such as campaigns apply)
*Treatment: Includes all courses (body care, facial care, hair removal, etc.)
- (4) 30% discount for care products for home use* (applicable to payments by SAISON elleseine Card and within 3 months of issuance)
*Care products for home use: massage gel, supplements, aromatic oils, etc.

■ Corporate profile

N. S. SHOJI CO., LTD.

- (1) Representative: President Hiroshi Nakamura
- (2) Address: N. S. Hiroo Building, 3-6-3, Azabu, Minato-ku, Tokyo
- (3) Establishment: November 1983
- (4) Business: Management of aesthetic salons “elleseine” and purchase and sales of cosmetics, beauty appliances and natural foods
- (5) Sales: ¥14.166 billion (end of March 2004)

Credit Saison Co., Ltd.

- (1) Representative: President Hiroshi Rinno
- (2) Address: 52F Sunshine 60, 3-1-1, Higashi-ikebukuro, Toshima-ku, Tokyo
- (3) Establishment: May 1951
- (4) Business: Credit card business, financial business, insurance business and others
- (5) Billing: ¥2.9244 trillion (end of March 2004)