Credit Saison's History of Business Transformation and Value Creation

1951

Founding

The dawn of the Saison Group's philosophy and culture

1951 - Founding of monthly installment-based department store Midoriya Co., Ltd.

Credit Saison began in May 1951 as Midoriya Co., Ltd., a department store that sold products on a monthly installment basis. Midoriya joined the Seibu Distribution Group (later the Saison Group) due to business declines in the 1970s and transformed into a credit card company.

Transition to the payment business

1982
Issued the Seibu Card, a card with no annual fee, and started instant credit screening, instant card issuance, and instant use at Saison Card counters

1988
Developed an international credit card with no annual membership fees through a tie-up with Visa and Mastercard

1997
Issued the Saison American Express® Card through a tie-up with American Express

2002
Started Eikyufumetsu Points, a program for points that never expire

永久不滅ポイント

2006
Launched the points exchange website Eikyufumetsu.com (now Saison Point Mall)

2010
Issued the world's first Centurion design card with American Express

Full-fledged finance business operations

1985
Launched the credit guarantee business

2009
Entered the Flat 35 loans business

セゾンの住宅ローン

2013
Started offering Saison Asset Formation Loans

CREDIT SAISON セゾンの資産形成ローン

2017
Started offering Saison Rent Guarantee services

SAISON CARD セゾンの家賃保証

2022
Entered the mortgage guarantee business

Acceleration of global business

2014
Established a subsidiary in Singapore

2018
Established Kisetsu Saison Finance (India) Pvt. Ltd.

2023
Entered markets of Brazil and Mexico

Business diversification and move away from an exclusively payment-focused business structure

Credit Saison has launched a succession of customer-oriented services that have broken with generally accepted industry practices and traditions. These include instant credit screening, instant card issuance, signature-less payments, and Eikyufumetsu Points, which never expire. In 2002, the Company took the top position in the industry in terms of the number of cards issued annually, the total number of cardholders, the number of cards used each year, and annual card transaction volume. It has gone beyond simply growing its Payment Business to also expand and strengthen its business operations in its Finance Business, including the credit guarantee business and asset formation loans. It also launched its Global Business in 2014, and is aiming to develop business fitted to the markets of individual countries, focusing on India.

Acceleration of digitalization

2021
Announced CSDX strategy

CSDX
CREDIT SAISON Digital Transformation

2022
Acquired DX certification

2023/2024
Selected as DX Stock for two consecutive years

Note: "American Express" is a registered trademark of American Express. Credit Saison Co., Ltd., uses the trademark under license from American Express.