

Payment Business

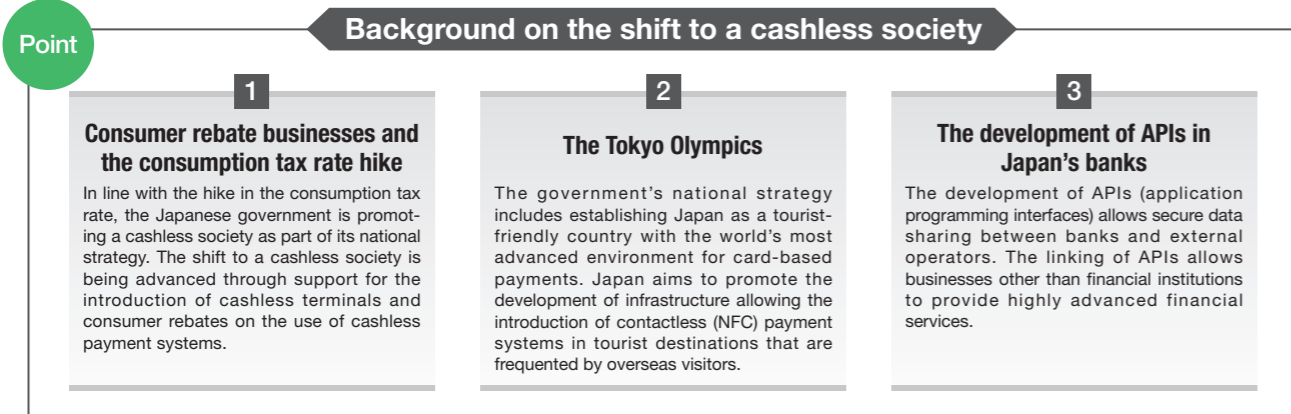
Expanding the customer base through a broad-based alliance network

Credit Saison is developing alliances to advance customer convenience and meet the needs of its diverse range of partners. In addition to credit cards, we are working to diversify payment services that contribute to the elimination of the cash market, including prepaid cards and smartphone-based payment systems, all with the aim of realizing a safe, secure, and convenient cashless society.

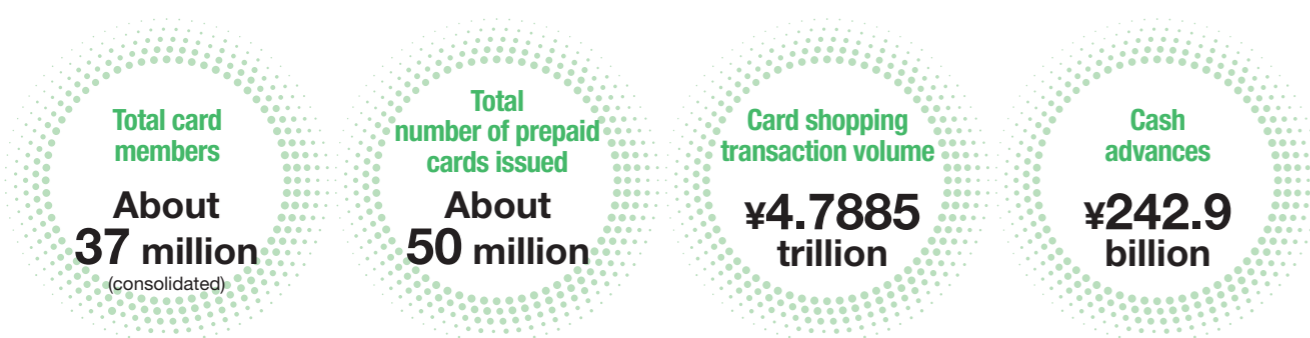
Background on the payment business

The credit card payment ratio in Japan is about 20%, which is rather low when compared with the developed economies overseas. However, the government through measures centered on a national strategy aims to improve that ratio to 40% by 2025. Payment methods are becoming increasingly diversified, with businesses with substantial customer bases, including in the retail sector, linking smartphone payments to payment systems such as credit cards, and introducing contactless and QR code payment systems. Amid such an environment, it is unclear

which methods will become mainstream. It is clear that smartphones are being increasingly used as payment devices. Due to the proliferation of payment service providers, it is now possible for consumers to select the optimal payment method in terms of convenience, including speed and ease of use, and of discount rate at the time of purchase. This has contributed to an ongoing increase in the use of payment methods other than plastic cards, especially among younger consumers.



Main indicators



We recognize that competition in cashless systems is centered not only in the establishment of cashless systems that replace cash, but also in refining by as much as possible the value of offering credit, which is a key function of the business and where Credit Saison can provide added value that is unique to the company. In the digital environment prevalent today, speed is just as important as safety and security. As the user experience (UX) that customers expect in the enrollment to issuance process, as well as in payments, evolves, there has been an ongoing acceleration in DX (digital transformation) in regard to the acquisition of information, the granting of credit, and in payment devices. In the BtoB domain, in addition to payments-related operations, we will continue along with our financing business, to provide a variety of multifaceted solutions aimed at comprehensively resolving corporate financing issues.

Yoshiaki Miura
Managing Director, Managing Executive Officer General Manager of Payment Business Division

Key issues and solutions

For many years we have operated a payment business service that offers the strength of "immediate/instant card issuance" thereby providing our customers with added value and benefits immediately after they apply for a card at a partner company, including at all PARCO and Mitsui Fudosan commercial facilities. We believe it important to provide this "immediate/instant card issuance service" in a manner tailored to the needs of today's customers, and focus on simplifying card introductions to more flexibly provide this service.

We are promoting the construction of an all-in-one smartphone payment service as part of our goal of providing

payment services in the digital age. In line with customer demands to be able to immediately use credit card services without having to wait for delivery of the actual card after applying, we launched the Saison Cardless Payment service in November 2019. While we previously offered immediate use at partner stores that used partner apps, further development contributed to the creation of a new payment service in which we issued a virtual smartphone credit card (with card information visible through an app), that allowed its immediate use, regardless of location, including at online stores and brick-and-mortar outlets.

Medium-to long-term initiatives

To not only adapt to a cashless society but also to increase active members over the medium-to long-term and improve active member unit prices, Saison Card will, in pursuing a strategy which no other company is capable

of following, expand its service network for members to receive discounts and preferential treatment from various affiliated stores.

Examples of services

Saison Cardless Payment



Credit cards



Prepaid cards



Key New Payment Services (Scheduled for release in the fall of 2020)



(Front) (Back)

Numberless plastic card face image

- (1) Issuance of a smartphone-based virtual card
- (2) Japan's first numberless plastic card