



Press Release
November 22, 2018
PayPay Corporation
SoftBank Corp.
Yahoo Japan Corporation

**Get 20% Cashback using PayPay for Payment!
A Chance to Win 100% Cashback every 10 times!
“10 Billion Yen Giveaway Campaign” to start on December 4
Additional 1,000 yen PayPay Bonus for 5,000 yen or more Top-up starts today.**

Campaign Site: <https://paypay.ne.jp/promo/announcement/20181122/>

The banner features the PayPay logo on the left. The main text in large white characters on a red background reads: "100億円あげちゃうキャンペーン" (100 Billion Yen Giveaway Campaign), "20% 戻ってくる!" (20% Cashback!), and "2018.12.4 ~ 2019.3.31". A small note at the bottom right states "※還元額の上限: 月額5万円相当" (※Maximum cashback amount: up to 50,000 yen per month).

PayPay Corporation, a joint venture of SoftBank Corp. and Yahoo Japan Corporation is scheduling a “10 Billion Yen Giveaway Campaign” during December 4, 2018 to March 31, 2019 which a partial or full cashback is given to payment transactions made by their mobile payment service PayPay once PayPay becomes available at approximately 17,000 FamilyMart stores all over Japan on December 4, 2018.

“10 Billion Yen Giveaway Campaign” (*1) is comprised of a campaign where 20% of the amount of payment made via PayPay is given as PayPay Bonus and a campaign where the full payment amount is given as PayPay Bonus with a chance 40 times ratio. There will be a campaign for Yahoo! Premium members and “SoftBank”/“Y!mobile” smart phone users with chances to win a full cashback, with the winning ratio of 1 out of 20 (*2) for Yahoo! Premium users and 1 out of 10 transactions for “SoftBank”/“Y!mobile” smart phone users (*3)(*4).

All PayPay merchants are in the scope and be able to make use of this campaign without individual costs to attract clients and increase transactions value with the clients spending more for cashback.

Furthermore, a campaign to give 1,000 yen worth PayPay balance to all users topping up 5,000 yen or more in their PayPay Balance (only once per user) starts today togetherwith the campaign to give 500 yen PayPay Bonus to “SoftBank”/“Y!mobile” smart phone users who register a new payment method.

PayPay Corporation strives for a world where shopping can be done cashless anywhere in

Japan through providing all retailers, service providers and users the convenience of mobile payments.

*1: The upper limits of cashback amount for 20% campaign and full cashback campaign are 50,000 yen per month and 100,000 yen per transaction.

*2: This is a campaign jointly planned by PayPay Corporation and Yahoo Japan Corporation, which is different from “10 Billion Yen Giveaway Campaign”.

*3: This is a campaign jointly planned by PayPay Corporation and SoftBank Corp., which is different from “10 Billion Yen Giveaway Campaign”.

*4: The scope is “SoftBank” smart phone users, who has linked PayPay User ID to Yahoo! JAPAN ID with smart login settings.

The scope is “Y!mobile” smart phone users, who has linked PayPay User ID to Yahoo! JAPAN ID with the initial setting for Y!mobile service (Y!mobile phone number should be linked to Yahoo! JAPAN ID). Please note that corporate

Contract users and users without smart login settings or Y!Mobile initial registration shall be out of scope. Some payment plan users will also be out of scope.

■ “10 Billion Yen Giveaway Campaign”

1. Overview

The following two campaigns are scheduled.

(1) Total of 20% (Additional 19/5% PayPay Bonus is added to regular 0.5% PayPay bonus) by PayPay payment

is given as cashback.

(2) The full amount of payment is given as PayPay Bonus with a chance of 1 out of 40.

2. Scope

All who make payment using PayPay during the campaign period

3. Stores in Scope

All PayPay merchants

4. Campaign Period

From December 4, 2018 to March 31, 2019

The Campaign may end before the end date mentioned once the cashback reaches 10 billion.,

5. Cashback Percentage and Upper Limit of Cashback Amount

Cashback Percentage	Upper Limit of Cashback Amount
20%	50,000 yen per month
100% (Full cashback)	100,000 yen per transaction

6. Timing of Cashback

Total cashback of the previous month end will be granted around the 10th date of next month

*Payments made using Alipay are not eligible for the campaign.

*The contents and conditions of the campaign are subject to change without prior notice. There is a possibility that the campaign is terminated.

*Due to reasons such as heavy traffic and maintenance, the timing of providing PayPay Bonus may be delayed.

Campaigns Jointly Planned by PayPay and Yahoo Japan Corporation/SoftBank Corp.

1. Campaign jointly planned by PayPay and Yahoo Japan Corporation

For Yahoo! Premium members, a full cashback of payment amount is given as PayPay Bonus with a chance of 1 out of 20 payment transactions.

2. Campaign jointly planned by PayPay and SoftBank Corp.

For “SoftBank”/“Y!mobile” mobile phone users, a full cashback of payment amount is given as PayPay Bonus with a chance of 1 out of 10 payment transactions.

*The campaign period starts on December 4, 2018 and ends on March 31, 2019.

*For users who fulfill both of the conditions, only the condition with a higher chance of winning is applied.

*Payments made using Alipay are not eligible for the campaign.

*The contents and conditions of the campaign are subject to change without prior notice. There is a possibility that the campaign is terminated.

*Due to reasons such as heavy traffic and maintenance, the timing of providing PayPay Bonus may be delayed.

■ Campaigns Starting Today

The following two campaigns will start today.

1. An additional 1,000 yen worth PayPay bonus is given to all who top up 5,000 yen or more to their PayPay balance (limited to once per user).

*Campaign period is from November 22, 2018 to December 3, 2018. For details of the campaign, please refer to the website (<https://paypay.ne.jp/promo/addmoney/20181122/>).

2. 500 yen PayPay Bonus is given to “SoftBank”/“Y!mobile” smart phone users who register credit cards, Yahoo! Money for PayPay payment method or bank account for PayPay balance top-up.

*Campaign period is from November 22, 2018 to March 31, 2019. For details of the campaign, please refer to the website (<https://paypay.ne.jp/promo/sb-payment-method/20181122/>).

*Those who have already registered a payment instrument are not eligible for the campaign.

■ About PayPay Merchants

PayPay merchants are introduced in our webpage (<https://paypay.ne.jp/#store>). Also, merchant stores where PayPay can be used are available on “PayPayMAP” in PayPay app.

■ Main Features of PayPay

- The payment instrument can be selected from e-money (“PayPay Balance” or “Yahoo! Money”) and credit card.

- “User Scan (scan payment)” where user scans the merchant’s QR code using app and “Store Scan (code payment)” where merchant scans the barcode/QR code presented by user at the cashier are available.

■ Images can be downloaded from the website below.

<https://yahoo.jp/box/jT6W32>

■ PayPay app can be downloaded from here ([App Store](#), [Google Play](#)).

*Supported versions are iOS 10.0 and up/Android 5.0 and up.

*"QR code" is a trademark of DENSO WAVE Incorporated.

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*Google Play is trade mark of Google LCC, all rights reserved.

*Company names, brand names and product/service names stated in this press release are their trademarks or brand logos.

< Contact for New Merchants >

PayPay New Merchant Application Center

Phone: 0120-957-640

Business hours: 10:00 to 19:00 (Open 7 days a week, except year-end/new year holidays and maintenance days)