



Press Release

November 29, 2018

Sumida Ward Shopping Street Federation

PayPay Corporation

**Cashless Shopping Street in Sumida ward  
with "PayPay" Introducing Smartphone Payment Services  
~ "Sumida Cashless Demonstration Experiment Project" to Launch! ~**

Sumida Ward Shopping Street Federation (Chairman: Noboru Yamada) and PayPay Corporation (President & CEO: Ichiro Nakayama), a joint venture of SoftBank Corp. and Yahoo Japan Corporation will start a cashless society, "Sumida Cashless Demonstration Experiment Project" (hereinafter referred to as "this project") which will jointly promote the cashless society and on December 4, 2018, install the smartphone payment service "PayPay" to approximately 300 stores in shopping streets of Sumida Ward.

This project sponsored by Sumida Ward (Ward Mayor : Toru Yamamoto) introduces smartphone payment service "PayPay" focusing on 4 Shopping Streets, "Kinshicho Shopping Street," "Oshinari Shopping Street," "Mukoujima Tachibana Ginza Shopping Street (Kirakirabashi Shopping Street)," and "East Core Hikifune Shopping Street", aiming to improve convenience for consumers, activate purchasing, and optimization of accounting work of merchants. Furthermore, PayPay has business partnership with "Alipay," the world's largest mobile & online payment platform and "Alipay" users can pay at "PayPay" merchants\* 1. This will encourage Chinese visitors to the shopping streets and incorporation of inbound consumption will be also supported.

PayPay Corporation provides convenience of smartphone payment to retail stores, service providers, and users cashless shopping being available all over Japan.

\* 1 Excluding some of the merchants

Available stores

At "PayPay Code" installed stores in each shopping street.

■ Main feature of "PayPay":

- Choice of payment method from eMoney ("PayPay" electronic money or "Yahoo! Money") and credit card.
- Corresponds to two payment methods of "User scan" method in which the user reads the QR code with the app presented by the business operator side and "Store scan" method in which the business operator side reads the QR code presented by the user at the cashier etc.
- Business partnership with "Alipay", an affiliated company of Ant Financial Service Group, the leading company of smartphone payments, supporting incorporation of inbound consumption of Chinese visitors.

\* "QR code" is a registered trademark of Denso Elecs Co., Ltd.

\* Other company name, business name and product / service name described in this press release are registered trademarks of each company or trademarks.

<Contact for new merchants>

PayPay New Merchant Application Center

Phone: 0120-957-640

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