



Press Release
February 4, 2019
PayPay Corporation

**Launching the “2nd 10 Billion Yen Campaign” on February 12th
Cashback up to 20% of the Payment and Win up to 1,000 yen by Lottery
Cashless Experience for More Users with Changes to the Campaign Conditions!**

Campaign Website(Japanese) : <https://paypay.ne.jp/promo/10billion-campaign/>



PayPay Corporation (herein after, “the Company”), a joint venture of SoftBank Corporation and Yahoo Japan Corporation will run it’s “2nd 10 Billion Yen Campaign” from February 12- May 31, 2019. This is a consecutive campaign of the previous campaign conducted in December, 2018 as “10 Billion Yen Give Away Campaign.”

The said campaign consists of two; up to 20% cashback of the payments by “PayPay” (※1) and, 100% cashback of PayPay bonus by lottery, “Lottery with lots of Winning Chances (*Yatara-to-ataru-kuji*).”

Previous “10 Billion Yen Give Away Campaign” reached the giveaway amount in 10 days. The goal of this campaign is to promote daily cashless experience to more users and conditioned as such.

Separately, the Company will run a campaign to grant JPY 1,000 worth of PayPay Lite for users who topped-up JPY 5,000 or more to PayPay Balance (※1) for the first time during noon, today to 8:00 am on February 12 (scheduled to be granted around February 12).

The Company will also change the credit card use limits for even more safer use by our users as a part of our countermeasures to provide secured service for our users (※2).

PayPay will continue to strive to create a society shopping would be possible cashless anywhere in Japan and to provide safe and useful smartphone payments to all merchants and users.

※1 : PayPay Bonus and PayPay Lite details are here (Japanese): <https://support.paypay.ne.jp/consumer/s/article/7002>

※2 : Effective today, the balance limit for Yahoo! JAPAN card users with 3D Secure installed would be JPY 20,000/ 24 hours, and JPY 50,000 / last 30 days. Limit will be up to JPY 250,000 would differ from user to user according to their status and other conditions. User limits are scheduled to be able to check in their app. For users without the 3D Secure installed, limit would be set to JPY 5,000 for 30 days.

< Summary of “2nd 10 Billion Yen Campaign” >

<https://paypay.ne.jp/promo/10billion-campaign/>

1. Summary :

Below two campaigns are the scope of this campaign.

(1) Campaign to grant PayPay bonus up to 20% of payment

Below are the percentage depending on the payment method.

- 20% for payments by PayPay balance and Yahoo! Money.
- 19 % for payments by Yahoo! JAPAN Card.
- 10% for payments by credit cards other than Yahoo! JAPAN Card.

During the campaign period, one user would be granted up to JPY 50,000 during the campaign period and JPY 1,000 per payment regardless of the payment method.

(2) Campaign to grant 100% PayPay Bonus- “ Lottery with lots of Winning Chances (*Yatara-to-ataru-kuji*)”

PayPay Bonus of 100% (up to JPY 1,000 worth) would be granted once every 10 chances when paying by PayPay balance, Yahoo! Money, Yahoo! JAPAN card. Winning chance for “Yahoo! Premium” users would be once every 5 times(※3). Each user would be granted up to JPY 20,000 worth during the campaign. Payments by credit cards other than Yahoo! JAPAN card will be out of scope.

※3 : The campaign is co-organized by Yahoo Japan Corporation. The campaign scope is “Yahoo! Premium” members with the Yahoo! JAPAN ID linked to PayPay user ID. “SoftBank” smartphone users would automatically be acknowledged as “Yahoo! Premium” members by setting smart log-in to Yahoo! JAPAN ID. For Y! mobile users, users with Yahoo! JAPAN ID (Y! mobile registered phone number and Yahoo! JAPAN ID linked) initial registration linked to PayPay user ID is in scope. Corporate contract users and some devices out of scope of the smart log-in and initial registration of Y!mobile service are not in the scope of this campaign. Please note that some payment plans are also out of scope.

2. Period :

February 12, 2019 9:00 am to May 31, 2019

※ Campaign will end once the PayPay bonus shall reach JPY 10 billion prior to the above mentioned end date.

3. Scope :

All users who made payments during the campaign period.

※ Payments made by “Alipay” will be out of scope.

4. Stores in Scope :

All PayPay merchants.

※ Merchants in scope may be limited without prior notification.

5. Granting timing :

PayPay Bonus will be granted, around the 20th of the month after the payment. The timing may be delayed depending on the user’s usage and/ or system status, etc.

6. is omitted from English version.

< Summary of Campaign to Grant PayPay Lite equivalent to JPY 1,000 worth >

<https://paypay.ne.jp/promo/addmoney/>

A campaign to grant JPY 1,000 worth PayPay Lite to those who topped-up JPY 5,000 or more for the first time to PayPay balance from noon February 4- 8:00 am on February 12, 2019.

※ Users without any “Charge” history after PayPay app installation is in scope.

※ Limited to JPY 5,000 and more balance top-up.

※ This is for the first time per user.

※ Granting date is scheduled around February 22. However, the timing may be delayed depending on the user and system status.

※ Some banks such as the MUFJ Bank is out of scope. (as of February 4, 2019)

■ PayPay Merchants

Major PayPay merchants are introduced in the PayPay website(<https://paypay.ne.jp/#store>). PayPay app enables you to find merchant stores nearby.

■ Images can be downloaded from link below:

https://yahoo.jp/box/i_dHxS

■ PayPay App can be downloaded from App Store and Google Play TM.

※ Must be iOS 10.0 or later and Android 5 or later.

* App Store is a service mark of Apple Inc.

* Google Play is a trademark or registered trademark of Google LCC.

* Other company names, store names and product/service names contained in this press release are trademarks or registered trademarks of their respective owners.