
NEWS RELEASE

Digital Garage enters into exclusive business collaboration with Taiwan's HAPPY GO—the biggest point rewards card in Taiwan—to develop its business in Japan **- Targeting business from 3 million-scale Taiwanese tourists to Japan and promoting expansion of inbound consumption -**

Tokyo, September 15, 2015 - Digital Garage, Inc. (TSE JASDAQ: 4819, DG) has entered into exclusive business collaboration with Ding Ding Integrated Marketing Service Co. Ltd. (DDIM) to develop the Taiwanese multi-store loyalty program, HAPPY GO, in Japan.

HAPPY GO is the biggest multi-store loyalty program in Taiwan, with over 11,000 member stores including major department stores and convenience stores; it has approximately 13 million registered users in Taiwan—over half the country's population of 23.37 million¹. DG's role in the partnership is to grow HAPPY GO in Japan, and it will exclusively develop domestic stores and services at which HAPPY GO points can be accumulated.

As the first part of this venture, from October 20th DG will launch a campaign that allows HAPPY GO points to be accumulated through product purchases at a total of 265 stores across Japan, including Daimaru, Matsuzakaya, Keio Department Store, Bic Camera, Victoria, Victoria Golf, L-Breath, and Super Sports Xebio. The ability to accumulate points not only in Taiwan but also at holiday destinations will increase members' satisfaction with the HAPPY GO service. Japanese companies participating in this campaign can look forward to increased patronage of their stores and services from Taiwanese holidaymakers.

The number of foreign visitors to Japan has been increasing in recent years, with the largest number—approximately 2.83 million²—coming from Taiwan. Indeed, the number of Taiwanese visitors is expected to grow even further from now on. DG is collaborating with Japanese companies who are developing services targeted at these Taiwanese visitors; it will expand the HAPPY GO service so that points can be accumulated in a variety of environments in Japan, not only via shop purchases.

Hence, DG will continue to actively collaborate with companies from all Asian countries. Both domestically and overseas, DG will propose and execute various marketing strategies that promote overseas development and increased customer collection in Japan, and thereby create a diversified inbound business.

¹Source: Basic data on Taiwan, Ministry of Foreign Affairs of Japan

²Source: Trends in consumption by foreign visitors to Japan, Annual Report 2014, Japan Tourism Agency

About the HAPPY GO loyalty program

HAPPY GO is one of the biggest multi-store loyalty and member programs in Taiwan, with approximately 13 million members as of 2015. It features over 11,000 member stores including

NEWS RELEASE

department stores, shopping malls, hotels, convenience stores, gas stations, and e-commerce stores.

Website: <https://www.happygocard.com.tw/official/index.do>



Overview of Part One of the HAPPY GO loyalty program campaign

Campaign start date: October 20, 2015

Campaign eligibility: HAPPY GO members

Participating companies: Daimaru Matsuzakaya Department Stores, Keio Department Store, Bic Camera, Victoria, Xebio

Campaign Site: https://www.happygocard.com.tw/official/event/MKT15/2015_Japan/DG/

Contact

Digital Garage, Inc.

Kunihiro Matsudo, Tel: +81-3-6367-1343,

Email: kunihiro-matsudo@garage.co.jp

Yifan Huang, Tel: +81-3-6367-1067,

Email: yifan-huang@garage.co.jp