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Japan's first preferred point service for cross-border EC malls aimed at members of "HAPPY GO", Taiwan's largest multi-store loyalty program, is launched

Digital Garage, Inc. (TSE first section: 4819, HQ: Tokyo, Representative Director, President Executive Officer and Group CEO: Kaoru Hayashi, DG) and Ding Ding Integrated Marketing Service Co. Ltd. (HQ: Taiwan, President: Jin-Lin Liang, DDIM) have jointly developed and launched on January 19, 2017 a preferred point service for cross-border EC malls, "HAPPY GO (Point Online Mall)", (hereinafter: HAPPY GO Mall) for the members of "HAPPY GO", a multi-store loyalty program that DDIM has deployed in Taiwan.



Approximately 14 million people in Taiwan are registered with "HAPPY GO", which is over half of Taiwan's population of 23.37 million people.*¹ It is Taiwan's biggest multi-store loyalty program with over 16,000 affiliated stores such as major department stores and convenience stores. Since 2015, DG and DDIM have been developing inbound measures to offer points to HAPPY GO members when making purchases at stores during visits to Japan, and this time points will be awarded for purchases from Taiwan for EC shops in Japan, which is a preferred point type of cross-border EC mall called the HAPPY GO Mall. When this service is launched, it will be listed on 9 different sites, including Japan's largest EC stores and hotel booking sites, and the sales volume in the first year is expected to be about 800 million JPY.

HAPPY GO Mall will promote the use of cross-border EC by awarding points according to the purchase amount at EC stores and the reservation contract amount for hotel booking sites. In addition, because Taiwanese customers have had their identity verified for member registration, there is high recognition and safety for HAPPY GO Mall. Japanese EC operators who open stores have a reduced risk of entering the cross-border EC market and a high sales promotion effect can be anticipated. DG actively supports the entry of EC businesses into the cross-border EC market through HAPPY GO Mall.

The number of foreign visitors to Japan has been increasing in recent years, with the 3rd largest number, approximately 3.67 million, coming from Taiwan.*² The consumer behavior for these visitors shows that besides in-store purchases in Japan, that they continue to make purchases after returning to Taiwan and that there is an expanding trend of purchasing from Japanese EC markets from Taiwan.*³ Against this backdrop, in response to the needs of HAPPY GO users, which are expected to continue to increase, DG plans to expand services so that customers can earn HAPPY GO points within Japan in a variety of contexts.

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Going forward, DG will actively collaborate with Asian companies, support various marketing measures to promote overseas expansion and attract customers in Japan, and develop diversified inbound cross-border EC business.

HAPPY GO Mall: <http://www.happygoonlineshop.jp/>

- *1. Source: Data on Taiwan from the Ministry of Foreign Affairs website
- *2. Source: Japan National Tourism Organization (JNTO), data on number of visitors to Japan, by country/by purpose of visit for 2015.
- *3. Source: Market Intelligence & Consulting Institute (MIC) in Taiwan

● Website Homepage



The screenshot shows the HAPPYGO website homepage. At the top, there's a navigation bar with the HAPPYGO logo and social media links. Below that, a large banner reads "HAPPYGO 日本線上購" with the tagline "在日本商店輕鬆購物". Three numbered steps (01, 02, 03) illustrate the process: 01. 在日本商店消費購物 (Shop at Japanese stores), 02. 商品從日本宅配到府 (Goods delivered from Japan), and 03. 累積HAPPY GO點數 (Accumulate HAPPY GO points). A button "查看服務說明" is visible. Below the banner, there's a red banner for "EMS日本直送免運費" (EMS Japan direct delivery free shipping) for Jan 20, 2017. A category filter section is present, followed by three featured partner sites: Rakuten Global Market, e路東瀛 (JAPANICAN.com), and ベルーナ (Belluna). Each partner site has a brief description and a "1點" (1 point) offer.

● Guide for using the website



The screenshot shows a guide for using the website. It features a large banner with the title "HAPPYGO 日本線上購 服務說明" (HAPPYGO Japan Online Shopping Service Guide). The banner includes three key points: 1. 日本超人氣線上購物網站一次進! (Access the most popular online shopping website in Japan all at once!), 2. 消費購物再賺HAPPY GO點數 (Earn HAPPY GO points while shopping), and 3. 使用轉運服務, 便可在不向日本以外地區送貨的日本商店購物 (Use shipping services to shop at Japanese stores that don't ship to areas outside Japan). Below the banner, there are three buttons: "關於【HAPPY GO日本線上購】服務", "卡友操作流程", and "累點辦法". The main content area is titled "關於【HAPPY GO日本線上購】服務" and explains that users can access Japanese super-popular shopping websites and earn HAPPY GO points. A "開始購物" button is prominent. The "操作流程" (Operation Process) section is divided into six steps: STEP 01: 點擊喜歡的商店 (Click on your favorite store); STEP 02: 購物須知 (購物須知) 注意事項 (Shopping须知 (Shopping须知) Precautions) - 購物前請仔細閱讀各購物網站的【購物須知】和頁面最底部的【注意事項】 (Before shopping, please carefully read the 【Shopping须知】 of each shopping website and the 【Precautions】 at the bottom of the page); STEP 03: 立即購物 (立即購物) 開始購物 (Click 【立即購物】 to start shopping); STEP 04: HAPPY GO卡友請先登入, 以便累積點數 (HAPPY GO card users please log in first to accumulate points); STEP 05: 完成登入後將連至該購物網站, 您即可開始購物! 祝您購物愉快! (After logging in, you will be redirected to the shopping website, and you can start shopping! Happy shopping!); STEP 06: 點數將於訂單確認後3~4個月內發放。*訂房住宿、旅遊票券將於退房/使用後4個月內發放。 (Points will be issued 3-4 months after order confirmation. *Hotel stays, travel tickets will be issued 4 months after check-out/usage).

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