September 4, 2018
VeriTrans Inc.

***NEWS RELEASE***

# VeriTrans Provides Credit Card Payments for a PoC of Ringo Pass, JR-East's New Public Transportation Smartphone App

## Ringo Pass is All You Need to Register, Use, and Pay for Services from Partner Public Transportation Operators

VeriTrans Inc. (HQ: Tokyo; Representative Director and President: Hiroshi Shino; VeriTrans), a subsidiary of Digital Garage, Inc. (TSE first section: 4819; HQ: Tokyo; Representative Director, President Executive Officer and Group CEO: Kaoru Hayashi; DG) in the payment business, is providing its VeriTrans4G credit card payment service (a comprehensive payment solution) for the Ringo Pass[*1] (public transportation smartphone app) PoC (proof of concept) conducted by the East Japan Railway Company (TSE first section: 9020; HQ: Tokyo; President: Yuji Fukazawa; JR-East) from August 30, 2018[*2].

### ■ Outline of Ringo Pass

With Ringo Pass, customers can use services such as travel, purchasing, and payment in one smartphone app through partnerships with public transportation business operators. It is one of the initiatives in the mobility linkage platform, JR-East's concept for providing infrastructure connecting various means of travel.

In this PoC, users can utilize Ringo Pass alone to travel on different means of public transportation. In addition to JR-East's regular and high-speed railway search, reservation, and payment services, the app is linked with taxi and bike-share services. Users can search for taxis departing from the station where they get off the train, unlock shared bikes with their Suica, make payments using their credit card, and complete other tasks without having to register for individual services.

The services are paid for with a credit card registered in the app, so there is no need to take time to pay for each usage. In taxis, the user reads the QR Code displayed inside the taxi with the app and confirms the fare upon arrival. The payment is completed with the registered credit card when the user gets out of the taxi. With the bike-share service, the monthly total usage amount is paid with the registered credit card.

### ■ VeriTrans4G credit card payment service

VeriTrans4G is a comprehensive payment solution offering high functionality and the highest level of security. In addition to basic payments such as credit cards, convenience stores, and bank payments, it also supports the industry's largest number of payment options including electronic money, points, telecommunications carrier payments, digital wallets, and international payments.

The VeriTrans4G credit card payment service is based on a system with the highest level of security in Japan, and makes it possible to retain no credit card information. It comes standard with basic functions such as continual charges and card information updating, as well as a wide range of security options to prevent fraudulent usage. VeriTrans4G is also an expandable system, so it can be used for physical stores and omnichannel developments, including E-commerce and barcode payments via business operators' apps.

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JR-East has introduced VeriTrans' payments services for charging Mobile Suica using telecommunications carrier payment services*3, as well as for Net de Ekinaka, which allows users to purchase JR-East services online and pick them up at train stations. Based on its evaluation of these results, JR-East decided to adopt the VeriTrans4G credit card payment service for its Ringo Pass PoC.

## ■ Future developments

JR-East announced its Group Management Vision "Move UP" 2027 in July 2018, with the target of "affluent lives for all people." To achieve this, JR East Group's strengths lie in its "real" network that supports life infrastructure, including IT/Suica, transport, and daily life services. Its aim is to create new values through technological innovation, as well as transportation, shopping, and payment data integration.

VeriTrans will support JR-East's construction of a mobility linkage platform in the payment platform realm via its provision of payment services for the Ringo Pass PoC.

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## 【Image of using Ringo Pass】

**Bike sharing**

① **【Membership registration】**
Register e-mail address, credit card information, and SUICA ID number in the app

② **【Find a port】**
Use the Ringo Pass app to find a nearby port and see the number of bikes available.

③ **【Unlock】**
To use the bike-share service, touch your registered Suica card to unlock the bike.

④ **【Return/calculate travel expenses】**
An email is sent when you return the bike to the port. The monthly usage fee is paid with your credit card at the beginning of the next month. The e-mail receipt can be used to calculate travel expenses.

*1 Registered members can use all Ringo Pass public transportation services.

**Taxi**

② **【Find a taxi】**
Nearby taxis are displayed for efficient searching.

③ **【Check in】**
After getting in the taxi, use the app to read the displayed QR Code. This makes a payment reservation.

④ **【Pay/calculate travel expenses】**
The final fare is determined when you arrive at your designation and the meter is turned to “payment.” Just confirm the fare and get out of the taxi. An e-mail receipt is sent for each ride, and can be used to calculate travel expenses.

*2 Some services are under development

*1 The bike-sharing service was launched on August 21, 2018, and the taxi service will be launched in mid-October 2018.
*2 “Ringo” stands for “Ride and Go.”
*3 Mobile Suica charging via carrier payment services was ended on May 27, 2018.
* “Suica” and “Mobile Suica” are registered trademarks of the East Japan Railway Company.
* ”QR Code” is a registered trademark of DENSO WAVE INCORPORATED.

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**【About VeriTrans】** https://www.veritrans.co.jp/

A payment provider that carries out online payment initiatives for the Digital Garage Group. Recently VeriTrans has also provided face-to-face payment services, including barcode payments and POS payment solutions. The DG Group is one of Japan's largest online payment providers. As a leader in basic social infrastructure, VeriTrans will work with DG Group member econtext to offer advice to government institutions and the credit card industry, along with speedy service that meets the needs generated by trends in business and policy. Such efforts will support the expansion of convenient solutions, along with a safe and secure environment, as required by businesses and consumers, and also contribute to creating a cashless society.

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