
NEWS RELEASE

VeriTrans Provides Credit Card Payment Service for LUMINE Shinjuku's Online Customer and Sales Service Adapting to the "New Normal"

~ A Payment URL is Issued on the Admin Page; Sent to the Customer by Email, Social Media, or Other Methods ~

VeriTrans Inc. (HQ: Tokyo; Representative Director and President: Hiroshi Shino; VeriTrans), a payment service provider and subsidiary of Digital Garage, Inc. (TSE first section: 4819; HQ: Tokyo; Representative Director, President Executive Officer and Group CEO: Kaoru Hayashi; DG), provides Email link function-based credit card payments for the "LUMINE Card Web Payment Service," an online customer and sales service adapting to the "new normal" that is offered by LUMINE Shinjuku starting December 1. LUMINE Shinjuku is operated by LUMINE CO.,LTD. (HQ: Tokyo; President and CEO: Yuji Morimoto; LUMINE).

With the Email link function, the business operator enters payment information into the admin page provided by VeriTrans. A payment URL is generated, then sent via Email, social media, or other methods to the customer, who completes the payment.

■ About the "LUMINE Card Web Payment Service"

With LUMINE Shinjuku's "LUMINE Card Web Payment Service," a payment URL is sent to the customer who wishes to purchase products, and the payment is completed using Viewcards, including LUMINE Card, after LUMINE Shinjuku shop staff members provide customer service through video calls, social media, and other online methods.

Through online customer service and this service, the customer is able to consult with shop staff members online and consider products at any time without visiting a store. They can also purchase products with the 5% discount that is a special benefit of using the LUMINE Card, just like when shopping at actual stores. Shops can maintain points of contact with customers who are avoiding physical stores during the COVID-19 pandemic, and earn sales through channels other than stores. When introducing this service, shops just complete the initial settings on the admin page to smoothly begin using the service. Also, since service notifications can be provided using LUMINE Shinjuku's informational tools, there is no need to perform tasks like making preparations.

The "LUMINE Card Web Payment Service" is available at 90 shops in LUMINE Shinjuku from December 1, including UNITED ARROWS, SHIPS, Snow Peak, and MUJI.

■ "VeriTrans4G" credit card payment service and Email link function

"VeriTrans4G" is comprehensive next-generation payment solution with one of the largest lineups of payment methods in the industry ranging from basic payments such as credit cards, convenience stores, and bank payments to electronic money, carrier payments, various ID payments such as PayPay, and international payments including China UnionPay (CUP) and Alipay.

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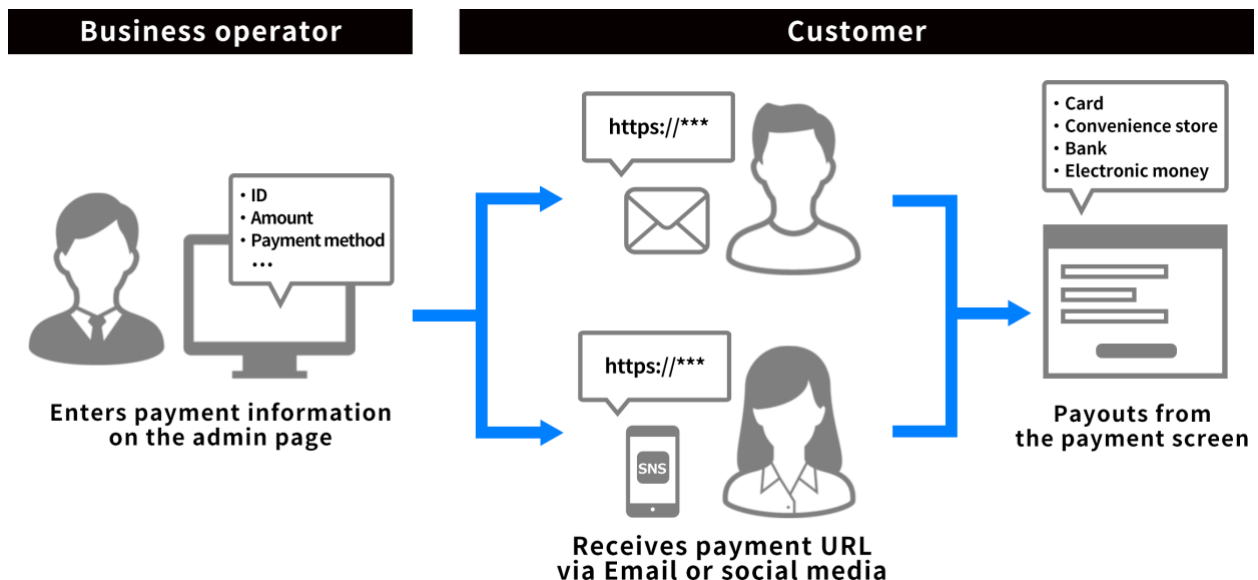
“VeriTrans4G” is based on a system with the highest level of security in Japan, and is designed to prevent any credit card information from being retained or passed through the participating merchants’ servers or E-commerce sites. It comes standard with basic functions such as continual charges and card information updating, as well as a wide range of security options to prevent fraudulent usage.

The Email link function used in the “LUMINE Card Web Payment Service” sends a payment URL to the customer via Email, social media, or another methods. The customer clicks on the URL to display a payment screen where the payment can be completed. It supports major payment methods for which there are great consumer needs: credit card payment, convenience store payment, and bank payment (Pay-easy).

The business operator just enters several required payment items (including payment method, payment deadline, Email address, and transaction ID) on the “VeriTrans 4G” admin page to generate a URL that links to the payment screen. Depending on the communication method with the customer, the business operator can choose between issuing a payment URL or having the system automatically send a payment Email.

Since no system development is necessary to introduce the Email link function, it is also used by business operators without E-commerce sites, for payments after confirming reservations or quotes, and when businesses need to speedily implement payment services.

【Email link function payment process】



【Situations where Email link function can be used】

- Sales of reserved and order-made products
- Sales of products that require quotes
- Online customer and sales service
- Taking orders by telephone

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■ Background

Affected by “self-restraint” due to the spread of COVID-19, the retail industry is experiencing a decline in store visits. Business operators are being asked to use digital tools for contactless service rather than face-to-face communication with customers at physical stores, and companies in a range of industry types—including apparel, cosmetics, and other manufacturers; department stores; and electronics retailers—are using the Internet to communicate with their customers. LUMINE Shinjuku is utilizing online services at its shops to enhance online communication as one facet of efforts to build new business models for the post-COVID-19 world.

■ Future developments

LUMINE Shinjuku will continue improving its online customer service and enhancing training for shop staff members. It will also consider rolling out the “LUMINE Card Web Payment Service” to other LUMINE facilities.

VeriTrans will support LUMINE’s enhanced online communication in the payment realm and offer payment solutions to the retail and food service industries to contribute to store digitalization.

[About VeriTrans] <https://www.veritrans.co.jp/company/>

A payment provider that carries out online payment, POS payment, barcode/QR Code payment, and other initiatives for the Digital Garage Group. VeriTrans supports cashless payments and business growth through payment solutions that can be used by business operators in a wide range of industries—such as logistics, services, manufacturing, government ministries, and local governments—in diverse channels including e-commerce, physical stores, and omnichannel developments. As a leader in the payment services industry, which has now grown into a basic social infrastructure, VeriTrans will work with DG Group company 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 EC businesses and consumers.

* “QR Code” is a registered trademark of DENSO WAVE INCORPORATED.