
NEWS RELEASE

Digital Garage Launches “Status Match™” to Offer Preferential Services to Members of Multiple Companies

~Adopted for Sumitomo Mitsui Card Platinum and Gold Members~

Digital Garage, Inc. (TSE first section: 4819; HQ: Tokyo; Representative Director, President Executive Officer and Group CEO: Kaoru Hayashi; DG) launches “Status Match™,” which is used to offer preferential services to members of multiple companies. DG introduces this service for preferential services given to Platinum and Gold Members of Sumitomo Mitsui Card Company, Limited (HQ: Tokyo; President: Yukihiro Onishi; Sumitomo Mitsui Card).

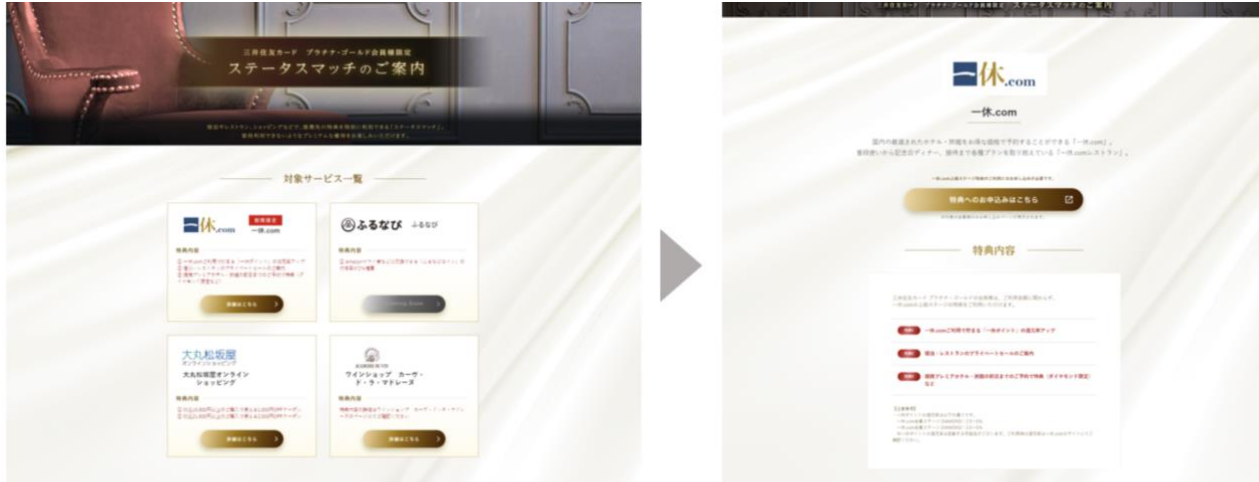
When linking membership for different services, major burdens are usually placed on both business operators offering the services, including security and individual API development to obtain member information. With “Status Match™” the user’s membership is automatically certified, and membership can be linked without difficult development to offer services according to the member’s status.

Credit card companies and other business operators conduct point-based promotions to acquire new members and encourage usage. However, it is difficult for these business operators to differentiate themselves from other companies through point redemption or by offering additional point-based services, which is why they focus on awarding more points, higher redemption rates, etc. With “Status Match™,” the business operator can offer special, preferential services on linked service websites to its high-status members without having to depend on point-based promotions. In this way, credit card companies and other business operators can expect better engagement among card members, while e-commerce business operators offering linked services to members can access a good customer segment comprising the high-status members of each business operator.

Sumitomo Mitsui Card will offer coupons, products, accommodation, events, online shopping, and other preferential services from linked service websites to members via Vpass*, the members-only site for “Status Match™.”

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■ Image of using “Status Match™”



Members can complete the procedures to use preferential services from the “Status Match™” portal website

DG will continue combining its wealth of expertise in marketing and CRM with the DG Group’s businesses and services to help boost customer engagement and expand content for upselling to optimize LTV. Based on the DG Group’s “DG FinTech Shift,” it will offer more solutions combining the latest FinTech as well as comprehensive solutions fusing payments and marketing that utilize DG’s knowledge about open innovation with startups.

* Some exceptions apply. Visit the “Status Match™” website (<https://pointupmall.com/scene/pum/statusmatch/index.html>) for more information.