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Digital Garage Launches Member-Preferential Point Site for NTT DOCOMO for Credit Card Members

Digital Garage, Inc. (TSE first section: 4819; HQ: Tokyo; Representative Director, President Executive Officer and Group CEO: Kaoru Hayashi; DG) launches a member-preferential point site for holders of "d CARD" and "d CARD GOLD" credit cards from NTT DOCOMO, INC. (HQ: Tokyo; President and Chief Executive Officer: Motoyuki Ii; DOCOMO).

DG fully revamped DOCOMO's member-preferential point site for "d CARD" and "d CARD GOLD" members. In addition, DG will support "d CARD Point Mall," a point benefit site for cardholders, which has improved member convenience by providing the member-preferential platform owned by DG. Via this site, members can buy products and services from over 300 E-Commerce shops. They earn "d POINT" as well as points from the specific E-Commerce shop according to the purchase amount. Through this site, DOCOMO will promote the use of its credit card services to and more actively communicate with its over 15 million members (approximately 6.57 million "d CARD" members and about 8.43 million "d CARD GOLD" members)*₁.

DG has been providing a member-preferential platform for more than 10 years and has introduced the platform to more than 20 companies, including major credit card companies and transportation companies with many members. DG will implement more comprehensive services for members on the member-preferential platform, including the provision of a service that allows using the "d Card Point Mall," to complete their inquiries about points on the Web. Furthermore, through the provision of "Status MatchTM,"*₂ a service that sends members special offers through inter-company member collaboration, DG aims to expand and enhance various services and content for members that are not limited to point offers.

DG will continue to combine its extensive know-how in marketing and CRM with the various businesses and services owned by the DG Group to expand upselling contents and increase customer engagement to maximize customer LTV. Based on the DG Group's "DG FinTech Shift," DG will continue offering more solutions combining the latest FinTech and comprehensive solutions fusing payment and marketing that utilize DG's knowledge about open innovation with startups.

[First purchase promotional campaign to celebrate the "d CARD Point Mall" redesign]

During the campaign period, all customers who make their first purchase with their "d CARD" or "d CARD GOLD" at the listed stores via "d CARD Point Mall" will receive a gift of d POINTS according to the purchase price.

■ Schedule

December 1, 2021 – February 28, 2022

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■ Point gift information

- 1) First purchase (regardless of purchase amount): 100 points
- 2) Monthly total purchases of 10,000 yen or more (not including tax/shipping): 300 points

* For the first 3 months only, including the month of the first purchase.

* See the campaign website for details.

■ Promotional campaign website

<https://pointmall.dcard.docomo.ne.jp/event/199>

*1: As of September 9, 2021

*2: Related release: [Digital Garage Launches "Status Match™" to Offer Preferential Services to Members of Multiple Companies](#) (11/11/2021)