



Press Release
August 8, 2019
PayPay Corporation

PayPay Acquires 10 Million Users in 10 months since Service Launch 1 Million Merchants and 100 Million Transactions

PayPay Corporation, a joint venture of SoftBank Group Corp., SoftBank Corp., and Yahoo Japan Corporation, has reached 10 million user registration (*1) for its smartphone payment service “PayPay” as of August 7, 2019.

Reaching 10 million users in just 10 months since the service launch on October 5, 2018 was not only due to various campaigns by PayPay but with a synergetic effect from the momentum of cashless payment movements in Japan and campaigns ran by the central/ local governments and cashless payment providers.

PayPay established 20 sales bases nationwide prior to the service launch to increase the number of merchants with the aim to penetrate the convenience of cashless payments in both urban and local areas. Through this, the installation of PayPay rapidly expanded among large franchise chains and small shops who traditionally only accepted cash payments. As a result, we have acquired over 1 million merchants (*2) as of August 8.

Transaction numbers are growing in proportion to the increase of users and merchants and the cumulative number exceeded 100 million (*3) since the service launch. This indicates that using “PayPay” for daily purchases is becoming a daily habit for users.

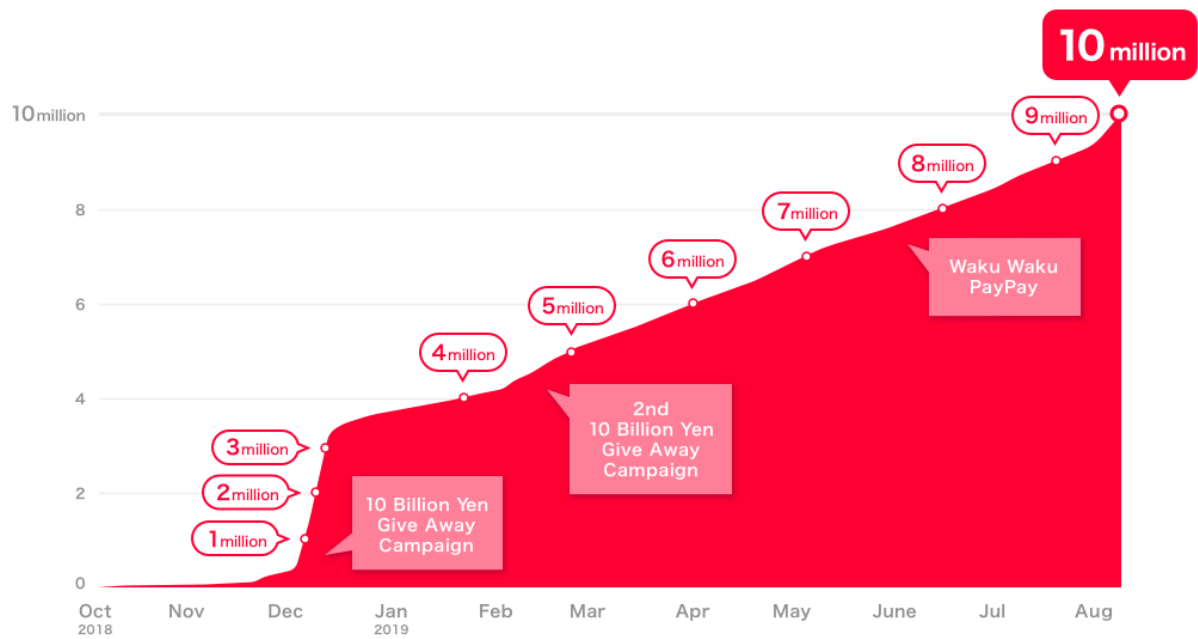
PayPay will continue to provide convenient smartphone payments to all retail shops, service providers and users, and will strive to create a society where people can buy anything through cashless payments in every corner of the country with a safe and secured service for our users.

*1 Number of users who registered an account

*2 Number based on application of merchants. Merchants include; stores, taxis, etc.

*3 This number does not include the number of users who used the person to person “send/receive” features and the number of payments completed through Alipay app.

<Registered Users>



Number of Registered Users (in millions)	Date	Number of Days since the Service Launch	Number of Days Required to Achieve Another 1 Million Registered Users
1	December 6, 2018	63	-
2	December 9, 2018	66	3
3	December 13, 2018	70	4
4	January 22, 2019	110	40
5	February 24, 2019	143	33
6	April 1, 2019	179	36
7	May 5, 2019	213	34
8	June 15, 2019	254	41
9	July 18, 2019	287	33
10	August 7, 2019	307	20

<Major Campaigns PayPay Launched>

Campaign Name	Campaign Period
10 Billion Yen Give Away Campaign	December 4 to 13, 2018
2 nd 10 Billion Yen Give Away Campaign	February 12 to May 13, 2019
1 Million Yen Give Away Campaign	March 15 to 31, 2019
PayPay Campaign- Visit a Hawks Game	March 29, 2019 to the final day of the official professional baseball game held in the Fukuoka Yahuoku! Dome in 2019
Ohmicho Market × PayPay Stamp Rally Campaign	March 28 to 30, 2019
March 29 th is Premium Friday PayPay!	March 29, 2019
PayPay starts at AEON Campaign	April 17 to May 31, 2019
April 26 th is PayPay Premium Friday!	April 26, 2019
Win 10,000 yen by <i>Warikan</i> Campaign	April 26 to May 6, 2019
Waku Waku PayPay – Tie-up of PayPay and Drugstores! Great Deal Smartphone Payment Campaign	June 1 to 30, 2019
Waku Waku PayPay - PayPay Lunch at restaurants and supermarkets!	July 1 to 31, 2019
Use PayPay and shop at SoftBank and Y!Mobile shops Campaign	July 1 to September 30, 2019
PayPay Relay Campaign	July 8 to 14, 2019
Seven Bank PayPay Cash Top-up Launch Campaign	July 11 to August 10, 2019
Receive Maximum 20% Cash Back Campaign (Seven-Eleven)	July 11 to 21, 2019
Pay with PayPay at Seven-Eleven! Receive Maximum 20% Cash Back Campaign	July 22 to 31, 2019
July 26 th is PayPay Premium Friday! Receive Maximum 20% Cash Back for lunch at specific restaurants	July 26, 2019
Waku Waku PayPay- PayPay Lunch at Restaurants, Supermarkets, and Convenience Stores	August 1 to 31, 2019
Yokohama China Town Summer Festival	August 1 to 31, 2019

*Above campaign names are English translation of each campaign titled in Japanese.

■ Main “PayPay” Features

Users can choose from pre-charged e-money (PayPay balance) or from credit cards and use at any PayPay merchants and online services. PayPay balance can be topped up online from bank accounts and at Seven

Bank ATM. Various features such as “Send/Receive” PayPay balance (PayPay Lite) and “Warkian” convenient for group meals are available as well.

■ PayPay Merchants

Major PayPay merchants are listed in our website. Nearby merchants can be checked from the map within PayPay app.

■ PayPay App can be installed from ([App Store](#), [Google Play™](#))

* iOS 10.0 or later and Android 5.0 or later (As of Aug. 8th 2019)

* “QR Code” is a trademark of DENSO WAVE Incorporated

* App Store is a service mark of Apple Inc. TM and © 2018 Apple Inc. All rights reserved.

* Google Play is a trademark or registered mark of Google LLC

* Other company names, product names, service names that are listed in this press release are trademarks or registered marks of each company.

■ Images can be downloaded from [here](#).