



Press Release
October 2, 2019
PayPay Corporation

PayPay User Registration reaches 15 million!

~ 1.5 M Available Places and 170 M Transaction (Cumulative) in just a year since launch! ~

PayPay Corporation, a joint venture between SoftBank Group Corp., SoftBank Corp., and Yahoo Japan Corporation, hereby announces that the number of users of its smartphone payment service “PayPay” has reached 15 million (*1) as of October 1, 2019.

The rapid growth of user registration is believed to be the result of people wanting to enjoy benefits through cashless payments with the launch of the Point Reward Project for Consumers using Cashless Payment and PayPay’s “*Machikado PayPay*” campaign, both which started on October 1. There are now 1.5 million (*2) merchants that accept PayPay and the transaction number is increasing on a daily basis in line with the increase of number of users and merchants, recording 170 million cumulative transactions (*3) since the launch of service.

On October 5, 2019, PayPay will conduct a one-day campaign, “PayPay *Kansha* (Thanksgiving) Day”, commemorating the one year anniversary of PayPay’s service. A maximum of 20% PayPay Bonus will be granted with an upper limit of JPY 1,000 per shopping using PayPay (*4) for all users at all merchants that accept PayPay. Additionally, users can enjoy a full cashback in PayPay Bonus (maximum JPY 100,000 worth) on their transaction, with a once in 50 chance lottery.

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 The number of users who have registered an account.

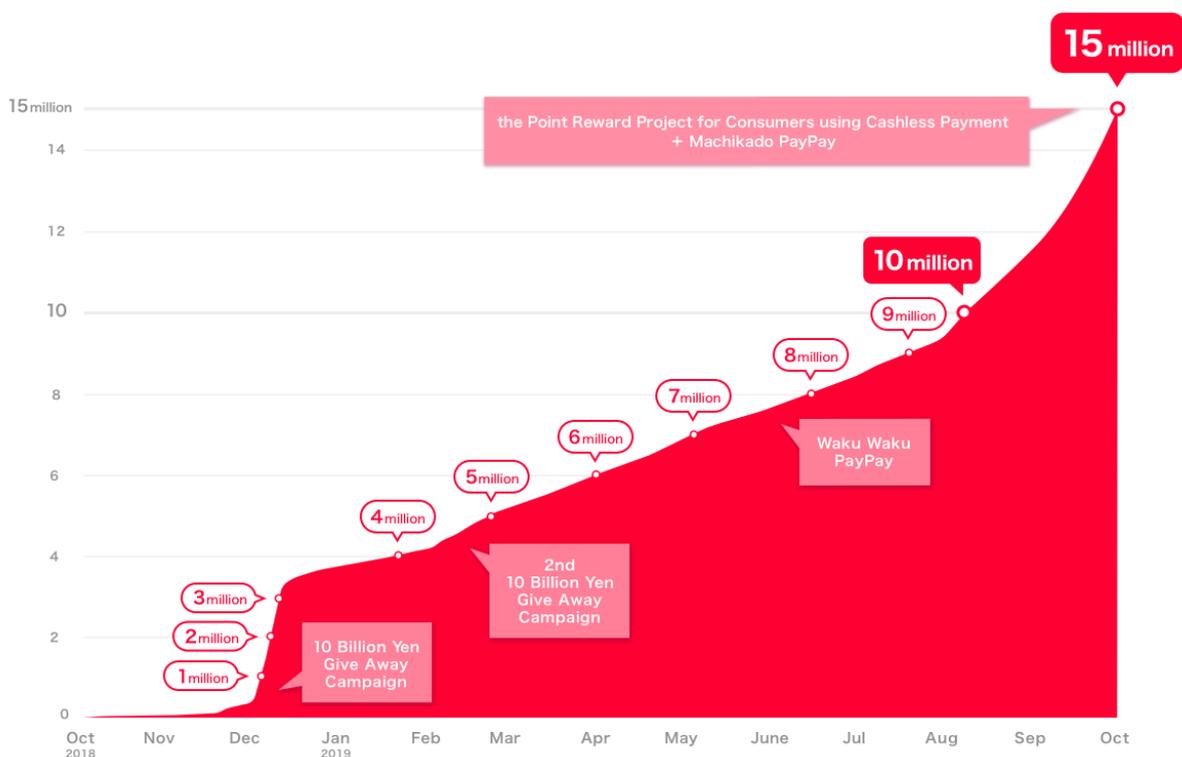
*2 The number of merchants such as stores and taxis who have applied for a membership contract to PayPay Corporation.

*3 This does not include the number of times that PayPay balance was transferred between users using the “send / receive” function in PayPay and the number of payments using the Alipay app.

*4 This excludes payments by credit cards other than Yahoo! JAPAN Cards. For details, please see here.

< Changes in the number of registered users >

Number of registered users	Date	Number of days taken from the service launch (days)	Number of days taken from when a five million user increment is achieved (days)
1 million	December 6, 2018	63	-
5 million	February 24, 2019	143	143
10 million	August 7, 2019	307	164
15 million	October 1, 2019	362	55



■ 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 Money, PayPay Money Lite) and “Warkian” convenient for group meals are available as well.

■ About PayPay merchants

Major PayPay merchants are introduced on PayPay's website. You can also check your nearby merchants on the map in the PayPay app.

■ Images can be downloaded from here.

* Company names, product, and service names mentioned in this press release are registered trademarks or trademarks of the respective companies.