

For Immediate Release

Shinsei Bank, Limited  
APLUS FINANCIAL Co., Ltd.  
Laox Co., Ltd.

## **Laox Commences Acceptance of Chinese Payment Service “WeChat Pay”**

*- APLUS of the Shinsei Bank Group and Laox conclude a usage contract for “WeChat Pay”-*

Tokyo (Monday, August 1, 2016) --- APLUS Co., Ltd. (Tokyo head office: Chiyoda-ku, Tokyo; Representative Director and President: Akira Watanabe; hereinafter “APLUS”), a consolidated subsidiary of Shinsei Bank, Limited (Chuo-ku, Tokyo; President and CEO: Hideyuki Kudo; hereinafter “Shinsei Bank”; the “Bank”), concluded a usage contract for “WeChat Pay” with Laox Co., Ltd. (Minato-ku, Tokyo; President and Representative Director Yiwen Luo, hereinafter, “Laox”). “WeChat Pay” is a mobile payment service targeting Chinese consumers operated by China’s largest online messaging and calling app, “WeChat,” provided by Tencent holdings Ltd. (hereinafter “Tencent”). Laox commenced the provision of WeChat Pay at its main Akihabara store from Monday, August 1, 2016.

The Shinsei Bank Group has identified its settlement business as one of its strategic initiative areas in its Group’s Third Medium-Term Management Plan and aims to develop a merchant network in Japan which accepts WeChat Pay with APLUS, which is engaged in the settlements and credit card businesses, as the main business entity following an agreement with Tenpay to act as a settlement agent for WeChat Pay services<sup>1</sup>. WeChat Pay is currently accepted by TOKYO PEARL Co., Ltd. and DAIKOKUYA, retailers of products such as jewelry and brand name goods. Laox’s acceptance of the payment method will accelerate the development of a merchant network.

Laox has initially installed smart phones terminals which require limited space to set up compared to tablet terminals on every floor of its Akihabara main store. Laox will eventually accept WeChat Pay in all its outlets and seeks to improve the convenience of WeChat Pay users visiting Japan. Additionally, Tenpay has been offering a cash back promotion for the use of WeChat Pay from Thursday, June 16, 2016 to Friday, September 16, 2016, and customers using WeChat Pay at Laox stores are eligible to benefit from this promotion.

The Shinsei Bank Group seeks to further expand and improve inbound settlement agent services between Japan and China and to provide innovative financial services through the integration of its Group companies.

<sup>1</sup> Please refer to a press release announced on April 13, 2016; “Shinsei Bank Group to Provide Settlement Agent Services in Japan for Chinese Payment Service “WeChat Pay”.”

### **■ Outline of APLUS Co., Ltd.**

Name: APLUS Co., Ltd. (100% subsidiary of APLUS FINANCIAL Co., Ltd.)  
Representative: Representative Director and President Akira Watanabe;  
Head Office: 12-8, Sotokanda 3-chome, Chiyoda-ku, Tokyo  
Main business: Shopping credit business, credit card business, settlements business, etc.

### **■ Outline of Laox Co., Ltd.**

Name: Laox Co., Ltd.  
Representative: President and Representative Director Yiwen Luo  
Head Office: Sumitomo Shiba Park Building 15<sup>th</sup> floor, 7-17, Shiba 2-chome, Minato-ku, Tokyo  
Main business: Domestic retail business, international business, etc.

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