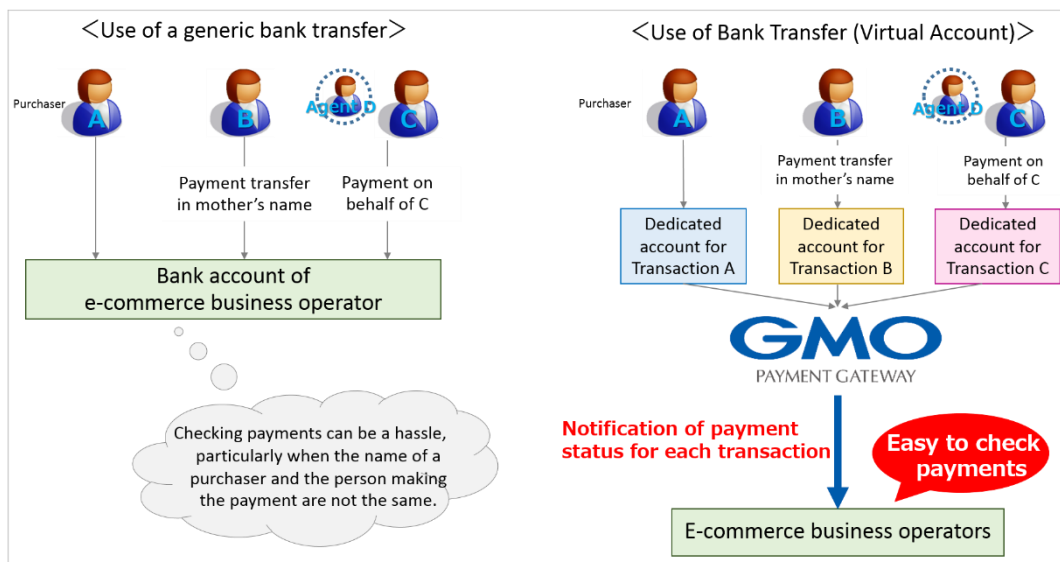


**A New Addition to PG Multi-Payment Service: Bank Transfer (Virtual Account)**

**A dedicated account allocated for each transaction,  
making it easy to identify the payer and to check payments**

As of April 18, 2016, GMO-PG has started offering a Bank Transfer (Virtual Account) for its PG Multi-Payment Service that allocates dedicated transfer accounts for each transaction.

While standard bank transfers require time and effort to check payments due to different names being used for the purchasers and for those who make the payments, Bank Transfer (Virtual Account) allocates virtual, dedicated transfer accounts (Virtual Account) for each transaction, allowing payment statuses to be checked simply by referencing an account number, enabling e-commerce business operators to identify the paying party in a smooth manner and reducing the efforts required to check payments.



**【Background and Overview】**

As of 2014, the e-commerce market in Japan has expanded to a scale of 12.8 trillion yen (up 14.6% compared to the previous year) \*. As such, credit card and other payment methods for the purchase of goods and services have been varying, among which steady consumer needs exist for payments by bank transfer, where the amounts payable are transferred directly to the bank accounts of e-commerce business operators. These do not require preregistration and anyone can make payments, whether or not they are in possession of a credit card.

However, conditions remain such that bank transfers also create a major burden for e-commerce businesses to identify the paying party and to check the status of each individual payment to their corporate account, particularly when there are huge numbers of transactions or when purchasers make payments using a different name or through an agent.

Thus, GMO-PG has added a Bank Transfer (Virtual Account) service to its PG Multi-Payment Service, which allocates a virtual and dedicated account for each transaction. This service manages the status of payments by the allocated account number, which makes it easy to check payments, even when the name of the paying

party varies from that of the person who has made a purchase.

Bank Transfer (Virtual Account) can help improve efficiency, not only for e-commerce businesses that operate various online shops but also for the education market including prep schools, private institutions for studies, other classes and lessons, and online learning, as well as for handling payments where bank transfers and collections are made in cash for B-to-B transactions.

(\*) "2014 E-Commerce Market Survey", Ministry of Economy, Trade and Industry

### **【About the Bank Transfer (Virtual Account) service offered by GMO-PG】**

Bank Transfer (Virtual Account) is a service that allocates a virtual account dedicated for receiving payments (Virtual Account) for each transaction, allowing the person who has made a purchase to be linked with a particular account number. When a person who has purchased a product or used a service selects 'bank transfer' as their method of payment, GMO-PG sets up a dedicated account number for their Virtual Account and notifies the e-commerce business operator of the status of payments made to the Virtual Account. As account numbers will vary from transaction to transaction, less effort will be needed on the part of e-commerce business operators to check payment statuses, and delays will be resolved for the delivery of goods and services caused by the time taken to check payments, not to mention make it easier to identify non-payments.

As this service is being offered as a part of the payment methods for PG Multi-Payment Service, e-commerce businesses will not need to develop a Bank Transfer (Virtual Account) system and they will be able to collectively manage the service with other payment methods such as credit card and payments at convenience stores.

### **<About our Service Plan>**

Depending on their needs, e-commerce operators can choose from two service plans offered for GMO-PG's Bank Transfer (Virtual Account) service. Rates will be quoted on individual basis.

|                        |   |
|------------------------|---|
| <b>Shared Account</b>  | A plan for e-commerce business operators to use joint Virtual Accounts held by GMO-PG. <ul style="list-style-type: none"><li>• Available starting with a single account.</li><li>• An optimum plan when there are few transactions settled by bank transfer payments.</li><li>• "GMO-PG" will be displayed to consumers (the paying party) as the recipient of their payments.</li></ul>  |
| <b>Private Account</b> | A plan for Virtual Accounts held by GMO-PG to be allocated to e-commerce business operators. <ul style="list-style-type: none"><li>• Available by units of 1,000 accounts.</li><li>• Recommended for large-scale online shops and B-to-B businesses which have large numbers of customers.</li><li>• "GMO-PG/xxx (name designated by e-commerce business operator)" will be displayed to consumers (the paying party) as the recipient of their payments.</li></ul> |

## **【About PG Multi-Payment Service】**

PG Multi-Payment Service is a comprehensive SaaS-based payment service that collectively offers various payment methods such as credit card, through convenience stores, electronic money, COD, account transfer, PayPal, carrier payment, deferred payment, multi-currency payment, and the Bank Transfer (Virtual Account) which has been added to its lineup today. E-commerce business operators can select, add, and incorporate the payment method of their choice at any time and process and manage all payments on a single web page.

## **【GMO Payment Gateway】**

GMO Payment Gateway offers online payment processing services for credit cards and other payment methods to 65,652 merchants (as of December 2015, GMO Payment Gateway Group) including operators of online shops and sellers of digital content; operators who collect recurring monthly payments, such as NHK and those who offer subscription purchases; and public organizations such as Japan Pension Service and the Tokyo Metropolitan Government. GMO-PG aims to enable both consumers and businesses to enjoy payment methods that are convenient and equipped with high levels of security and to serve as the infrastructure for payment processes in Japan. GMO-PG will promote initiatives for new innovation such as FinTech and contribute to improving the rates of e-commerce in Japan as a leading company in the payment industry.

## **【Related Links】**

- GMO-PG URL: <http://corp.gmo-pg.com/en>

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### **Press Inquiries**

GMO Payment Gateway Inc.  
Corporate Value Creation Strategy Division  
TEL: +81-3-3464-0182  
Email: [ir@gmo-pg.com](mailto:ir@gmo-pg.com)

### **Service Inquiries**

GMO Payment Gateway Inc.  
Innovation Partners Division  
TEL: +81-3-3464-2323  
Email: [info@gmo-pg.com](mailto:info@gmo-pg.com)

GMO Internet Group  
Group Public / Investor Relations  
TEL: +81-3-5456-2695  
Email: [pr@gmo.jp](mailto:pr@gmo.jp)

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