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First ever payment service company to become a register as a Support Partner of the Sharing Economy Trust Mark certification system

～Supporting Sharing Economy service providers acquire the certification～

GMO Payment Gateway, Inc. (GMO-PG) of the GMO Internet Group, which develops comprehensive payment-related services and financial services, became the first payment service company to register as a Certified Support Partner for the Sharing Economy Trust Mark certification system, which is administered by the Sharing Economy Association of Japan (SEAJ). As a Certified Support Partner, GMO-PG will provide support to Sharing Economy service platformers applying for the Sharing Economy Trust Mark certification.



【Background and Overview】

Consumption styles have diversified significantly in the recent years, with the expanding trend of sharing instead of ownership style, including intangibles such as personal skills. This economic activity is known as the Sharing Economy, and various initiatives by the government and the private sector are underway to ensure the sound development of the Sharing Economy.

Within the private sector, the SEAJ, established in January 2016, is actively engaged in developing the Sharing Economy market through activities such as developing the legal foundations, trouble shooting measures and study sessions for SEAJ members, etc. In June 2017, SEAJ started the Sharing Economy Trust Mark certification system, a certification issued to Sharing Economy service platformers that are certified for their reliability, safety and high service quality. Against this favorable backdrop, Japan's Sharing Economy market size reached ¥322.8 billion in 2018, growing at CAGR of 25.4%, and is forecast to exceed ¥1 trillion by 2023^{*1}.

GMO-PG has been a Sponsor Member of SEAJ since October 2017, to provide various support services to Sharing Economy service platformers, such as support in starting up new business areas as a partner, in addition to payment services. In order to further enhance our support initiatives and thereby contribute to the growth and expansion of the Sharing Economy, GMO-PG has registered as a Support Partner of the Sharing Economy Trust Mark certification system.

Going forward, as a Certified Support Partner, GMO-PG will provide support for Sharing Economy business platformers to acquire the Trust Mark issued under the Sharing Economy Certification System. In addition, GMO-PG also provides PG Multi-Payment Service, GMO-PG Online Advertising and GMO-PG Remittance Service at special rates*2.

GMO-PG supports businesses entering into new markets through our diverse services of comprehensive payment and financial services.

*1 Nomura Research Institute ICT Media & Service Industrial Consulting Department, "IT Navigator 2019", Toyo Keizai Inc.

*2 Applies to first time users of one of services of PG Multi-payment Service, GMO-PG Remittance Service and, GMO-PG Online Advertising service.

【Sharing Economy Association, Japan】

Sharing Economy is a service whereby individuals lend and borrow the unused/latent goods, spaces and skills via the Internet. This consumption style and sharing mindset of various types of assets such as goods, space, skill and time has taken root and is fast spreading. Sharing Economy Association of Japan works toward making the Sharing Economy more vibrant and contribute to overall economic growth by laying the legal groundwork and creating the basis for individual to proactively engage in these activities.

【GMO Payment Gateway】

GMO-PG is Japan's leading provider of comprehensive payment-related services and financial services to 112,341 merchants (as of end-December, 2018) consisting of EC operators as well as non-EC operators such as NHK and public institutions such as National Tax Agency and Tokyo Metropolitan Government. Total transaction value exceeds ¥3 trillion, mainly from the core payment processing service as well as value-added services that contribute to the merchant's growth.

GMO-PG is expanding businesses to include offline payment processing that would encompass IoT, and Fintech services such as lending, Payment after Delivery and solutions to financial institutions; all of which are expected to contribute to drive Japan's cashless. We are also pursuing global expansion through capital alliances with overseas firms and through rolling out our PSP and financial services in overseas markets.

GMO-PG aims to be the highly-secure, comprehensive and convenient payment processing infrastructure in Japan by continuing to lead the innovations.

【Related Links】

- Sharing Economy Association URL: <https://sharing-economy.jp/en/>
- GMO-PG (Company Profile) URL: <https://corp.gmo-pg.com/en/>
- GMO-PG (Service) URL: <https://www.gmo-pg.com/en/>

(In the event of any discrepancy between the original and the English version, the Japanese version shall prevail.)

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