



LIFECARD Elevates Global Payment Solutions as Certified Visa Ready Partner

LIFECARD, a pioneer in providing innovative payment solutions for over 70 years, proudly announces its certification as a partner of Visa Ready, marking a significant milestone in its journey towards global expansion. This strategic collaboration sets the stage for LIFECARD to facilitate large-scale transmissions worldwide, revolutionizing the landscape of international financial transactions.

In an era characterized by seamless cross-border mobility of individuals and assets, the demand for versatile payment systems transcending geographical boundaries has never been more pronounced. With approximately 3 million foreign residents in Japan as of 2022, surpassing the population of major cities like Osaka, the necessity for robust and adaptable FinTech solutions has become paramount. LIFECARD recognizes this burgeoning need and is poised to empower international FinTech operators with its comprehensive suite of services, including its proprietary BIN licensing, to navigate the intricacies of the Japanese market seamlessly.

Since its inception in 1952, LIFECARD has been at the forefront of pioneering advancements in Japan's credit system. The recent attainment of BIN sponsorship, in collaboration with Visa, exemplifies LIFECARD's unwavering commitment to innovation and its relentless pursuit of excellence. Leveraging its rich legacy of expertise and industry insights, LIFECARD is dedicated to providing unparalleled support to its partners, fostering a conducive environment for their business development endeavors in Japan.

As a proud member of the esteemed AIFUL Group, one of the largest non-bank financial institutions in the nation, LIFECARD remains steadfast in its commitment to driving financial inclusivity and empowerment across diverse sectors. Through synergistic collaborations within the group, LIFECARD endeavors to spearhead the development of multifaceted financial ecosystems, catering to the evolving needs of its partners and clientele.

"We are thrilled to embark on this transformative journey as a certified Visa Ready partner, reaffirming our unwavering dedication to driving innovation and excellence in the global payment landscape," remarked Shinichiro Okuyama, Executive Officer of Brand Promotion Dept. at LIFECARD. "With our robust infrastructure, unparalleled expertise, and unwavering commitment to excellence, we are poised to redefine the contours of international financial



transactions, empowering our partners to navigate the complexities of the Japanese market with confidence and ease."

For more information on LIFECARD and its innovative payment solutions, please visit LIFECARD's Website. Additionally, partners seeking to collaborate with LIFECARD can explore the Visa Partner Directory at [Visa Partner Directory - LIFECARD](#).

To find and contact us, LIFECARD in Visa Partner directory :

<https://partner.visa.com/site/partner-directory/lifecard.html>

To learn more about LIFECARD, visit our website:

[BIN Code Sponsorship in Japan | LIFE CARD\(Link\)](#)

[About LIFECARD]

LIFECARD is a pioneering provider of innovative payment solutions, committed to driving financial inclusivity and empowerment across diverse sectors. With over 70 years of industry expertise, LIFECARD remains at the forefront of pioneering advancements in Japan's credit system, fostering a conducive environment for global financial transactions.

[About AIFUL Group]

AIFUL Group is one of the largest non-bank financial institutions in Japan, renowned for its steadfast commitment to driving financial inclusivity and empowerment. Through synergistic collaborations and innovative initiatives, AIFUL Group continues to redefine the contours of financial ecosystems, catering to the evolving needs of its partners and clientele.