



LifeCard joins Visa's BNPL support program "VIC in a Box" as a program partner

Life Card Co., Ltd. (Headquarters: Yokohama-shi, Kanagawa; President: Keiji Masui; hereinafter referred to as "LIFECARD"), which comprehensively supports the entry of international technology companies into the Japanese market, announced today its partnership with Visa Worldwide (Japan) Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; President: Cietan Kitney; hereinafter referred to as "Visa") in the newly launched "VIC in a Box" program (hereinafter referred to as "the Program").

The Program was established to support fintech companies considering the provision of BNPL (Buy Now Pay Later) services utilizing Visa's BNPL-specific credential, the Visa Installment Credential (hereinafter referred to as "VIC"). As a BIN sponsor partner, LIFECARD will assist fintech companies in initiating their BNPL services more smoothly and swiftly.

This program is part of the "Visa Ready" program, and LIFECARD is a "Visa Ready" partner company.

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:

https://www.lifecard.co.jp/bin_page/index.html



[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.