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**dely Launches “Kurashiru Retail Network,” a Purchase-Based Retail Media Network
Connecting Multiple Consumer Touchpoints**

**A New Platform to Optimize Sales Promotion Channels—Integrating Offline Purchase
Data with Digital Promotions**

Highlights

- **Industry-first model:** Launch of Japan’s first purchase-based retail media network, enabling unified cross-channel promotional campaigns across multiple consumer-facing (“toC”) applications.
- **Large addressable market:** Targets Japan’s approximately ¥15 trillion annual sales promotion market in food and daily necessities.
- **Value creation for all stakeholders:**
 - **Advertisers** (CPG brands and retailers): Execute unified campaigns, reach broader audiences, and link directly to purchase behavior.
 - **Partner applications:** Generate new promotional revenue with no additional sales or operational resources.
 - **Consumers:** Earn reward points from everyday shopping, at no additional cost.
- **Leveraging Kurashiru’s track record:** Built on a decade of trusted relationships with CPG brands and retailers.
- **Scalable growth potential:** Plans to expand app categories, enhance segmentation accuracy, and introduce advanced advertiser dashboards.

dely inc. (the “Company”) hereby announces that it has launched the *Kurashiru Retail Network*, the industry’s first purchase-based retail media network service that enables consumer packaged goods (CPG) brands and retailers to execute unified promotional campaigns across multiple consumer-facing applications.

The launch is underpinned by strong, long-standing relationships with CPG brands and retailers that Kurashiru has developed over the past decade, as well as the Company’s operational expertise in sales promotion and advertising services.

Background and Purpose: Establishing a New, Integrated Platform for Sales Promotion

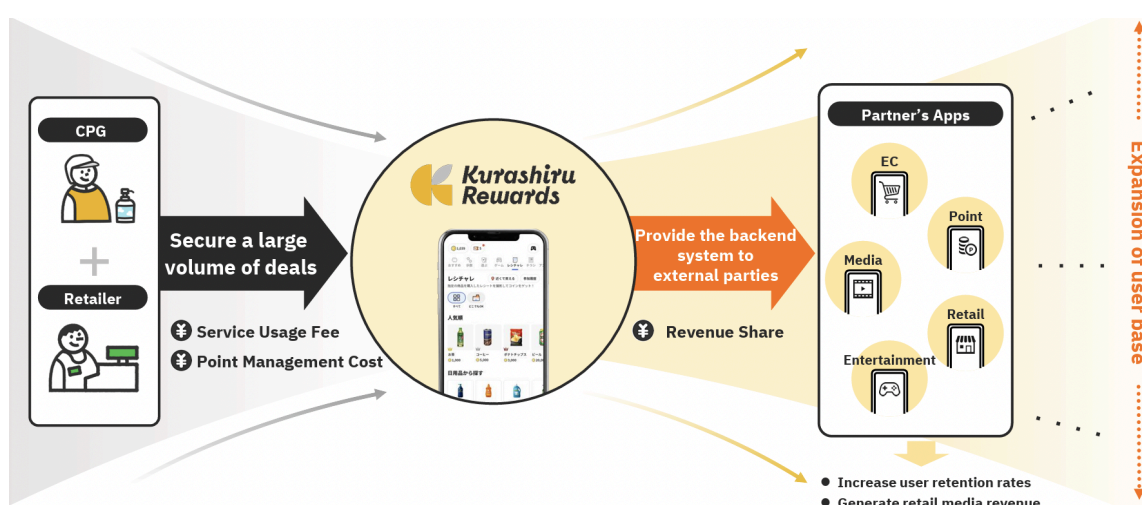
Japan’s sales promotion market, centered on food and daily necessities, is estimated at approximately ¥15 trillion annually. Historically, much of this expenditure has been fragmented across in-store promotions and individual media channels, making return-on-investment (ROI) measurement challenging.

As consumer touchpoints diversify, the ability to determine *where*, *how*, and *what* to deliver in promotional activities has become increasingly important.

However, for CPG brands and retailers, managing separate negotiations, contracts, and reporting for each media channel imposes a significant operational burden, often leading to unclear ROI and fragmented promotional strategies.

In response, the Company has developed the *Kurashiru Retail Network*, enabling advertisers to execute purchase-based offers across multiple applications in a single, unified deployment. This industry-first model allows CPG brands and retailers to reach a wider audience while partner applications benefit from new retail media revenue without additional sales or operational resources.

Service Overview: “Kurashiru Retail Network”



The *Kurashiru Retail Network* is a purchase-based retail media network in which the Company centrally manages promotional campaigns from CPG brands and retailers and distributes them across multiple partner toC applications.

This approach eliminates the need for channel-by-channel coordination, streamlining execution for advertisers and providing incremental revenue opportunities for partner applications without increased operational load.

Key Features

1. **Industry's First Cross-App, Purchase-Based Retail Media Network**
Aggregation and deployment of campaigns from CPG brands and retailers across multiple consumer applications in one delivery.
2. **Direct Link to Everyday Purchases with High Retention Potential**
Users earn reward points for purchases at supermarkets, drugstores, and other retail partners—naturally integrating the service into daily behavior.
3. **Returning a Portion of the ¥15 Trillion Sales Promotion Market to Consumers**
Reward points are funded from advertisers' sales promotion budgets, enabling partner applications to offer rewards at no cost while improving profitability on the media side.
4. **Foundation of Trust and Proven Track Record**
Built on the Company's decade-long relationships with CPG brands and retailers.

Benefits by Stakeholder

For Partner Applications

- Generate incremental revenue without sales or planning negotiations
- Increase user engagement and retention
- Integrate without significant development investment

For Advertisers (CPG and Retail)

- Manage and execute unified, cross-channel promotions from a single point of control
- Achieve simultaneous, broad-based consumer reach and drive purchase intent

For Consumers

- Earn points from everyday shopping, enhancing ongoing value
- Easily form a usage habit through availability at familiar retail formats

Future Development Plans

The Company has already commenced partnerships with multiple consumer applications and will continue to expand both advertiser participation and the partner network. Planned initiatives include:

- Expansion of the network to include a broader range of application categories
- Enhancement of user segmentation precision using behavioral, geographic, and interest-based data
- Development of advanced dashboards and reporting functions for advertisers

The Company aims to evolve the *Kurashiru Retail Network* into a fully “managed platform for sales promotion activities.”

※**Industry-first model:** Japan’s first purchase-based retail media network enabling unified, cross-channel promotional campaigns across multiple consumer-facing (“toC”) applications (*Based on the Company’s market research as of August 2025 covering major domestic advertising and sales promotion media*).

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