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Collaboration between the "Yucho Bankbook App" and the Money-Saving App "Receipt Challenge"

Kurashiru, Inc. (Headquarters: Minato-ku, Tokyo; Representative Director and CEO: Yusuke Horie; hereinafter "Kurashiru") and JAPAN POST BANK Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; President & CEO, Representative Executive Officer, Member of the Board of Directors: Takayuki Kasama; hereinafter "Japan Post Bank") will commence a collaboration between Kurashiru's money-saving app "Receipt Challenge" and Japan Post Bank's "Yucho Bankbook App" starting in September 2026 (scheduled).

■ About the "Receipt Challenge" Advertisements via the "Yucho Bankbook App"

As part of Japan Post Bank's advertising operations, an icon linking to Kurashiru's "Receipt Challenge" service site will be placed on the menu screen of the "Yucho Bankbook App".

This will enable over 16.62 million (*1) users of the "Yucho Bankbook App" to easily access "Receipt Challenge" and utilize the service by simply tapping the icon.

Users who upload receipts to "Receipt Challenge" after their daily shopping will have rewards (*2) deposited directly into their Japan Post Bank accounts by Kurashiru (*3).

This collaboration was realized through the conclusion of a business alliance agreement between Kurashiru and Japan Post Bank regarding the "Kurashiru Retail Network" operated by Kurashiru (Contract conclusion date: April 28, 2026). This marks the first instance of the "Kurashiru Retail Network" collaborating with a financial application.

*1 As of March 31, 2026.

*2 Equivalent to the points earned within the "Receipt Challenge" app by the user uploading receipts.

*3 Regarding the rewards granted to users by Kurashiru based on their usage of "Receipt Challenge," this collaboration is structured so that Kurashiru deposits the funds directly into the user's Japan Post Bank account, rather than issuing electronic money usable for specific payments.

■ About the Collaboration between Japan Post Bank and Kurashiru

Japan Post Bank positions the expansion and deepening of customer touchpoints through the "Yucho Bankbook App," the core of its digital channels, as well as the enhancement of customer experience value

through customer-oriented marketing and advertising, as vital strategies. Japan Post Bank will advance these initiatives together with partner companies.

Meanwhile, Kurashiru launched the "Kurashiru Retail Network," a purchase-guaranteed retail media network, in August 2025. This network is built upon the strong relationships with food and beverage CPG brands and nationwide retailers cultivated through its recipe video platform, "Kurashiru". By deploying the extensive promotional campaigns featured on its core service, "Receipt Challenge," across external media (apps and services), Kurashiru provides an experience where "everyday shopping itself becomes value," thereby building a sustainable ecosystem for the three parties: media, users, and advertisers.

This collaboration between "Receipt Challenge" and the "Yucho Bankbook App" is an initiative aimed at enhancing the sophistication of both companies' services, improving convenience in customers' daily lives, and contributing to the development of society and local communities. We will proceed with preparations for the launch of this collaboration in September 2026.

Reference Materials

■ About the "Yucho Bankbook App"

The "Yucho Bankbook App" is an application that allows users to check their current balances and deposit/withdrawal details anytime and anywhere using their everyday smartphones. It also enables users to remit funds, make various payments, and deposit or withdraw cash at ATMs without using a cash card.

■ About "Receipt Challenge"

"Receipt Challenge" is a money-saving app that allows users to earn points while going about their daily lives. Users earn in-app coins based on the distance they travel, the number of special offer flyers they view, and the number of receipts they submit after shopping. The accumulated coins can be exchanged for various rewards (such as other companies' points, digital gifts, and electronic money, etc.).

■ About the "Kurashiru Retail Network"

The "Kurashiru Retail Network" is a purchase-guaranteed retail media network built on the strong relationships with food and beverage CPG brands and nationwide retailers cultivated through the recipe video service "Kurashiru".

In its core service "Receipt Challenge":

- Users earn points by purchasing designated products.
- The service supports daily-use retail stores such as supermarkets and drugstores nationwide.
- It boasts an industry-leading number of listed products.

Driven by these features, the experience of "transforming everyday shopping into asset value" has garnered strong support from a large number of users.

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