

Net Protections' B2C BNPL Service atone, Integrates with Sony Payment Services, Online ID Payment

~ Enabling seamless BNPL adoption with a commemorative partnership campaign ~



Net Protections Inc. (headquartered in Chiyoda-ku, Tokyo; CEO: Shin Shibata; “Net Protections”) is pleased to announce our B2C BNPL service, atone, is now integrated with Online ID Payment, provided by Sony Payment Services Inc. (headquartered in Minato-ku, Tokyo; CEO: Ryosuke Nomura; “Sony Payment Services”). The integration simplifies the adoption of atone for Sony Payment Services’ merchants and helps reduce operational burden. In addition, we will launch a campaign to commemorate the start of the partnership and promote the introduction of atone. Since our partnership began in 2023, we have collaborated on sales. We will now strengthen our partnership through payment service integration.

Benefits of Integration

Sony Payment Services merchants can manage a variety of payment methods—including BNPL service, atone—all in one place, streamlining their operations. With a simple sign-up process requiring only an email address and mobile phone number, merchants can lower the purchase barriers, reduce cart abandonment, and acquire new customers simultaneously—ultimately boosting both sales and LTV.

Commemorative Partnership Campaign

- **Campaign Period:**
September 1, 2025 – March 31, 2026
- **Eligibility:**
Merchants who submit their application forms between September 1 and December 31, 2025
- **Offer Details:**
New merchants signing up for *atone* during the campaign period will enjoy waived *atone* service fees for up to seven months—from the service start date through March 31, 2026.
- **Eligible Merchants:**
All merchants using Sony Payment Services
- **Application Method:**
For inquiries or to apply, please contact us through the following link:
<https://www.sonypaymentservices.jp/contact/>

Note: The contents and duration of this campaign may be modified or terminated without prior notice at our discretion. We encourage early applications to take full advantage of this offer.

About atone

atone is a BNPL service available for both online and in-store purchases. Users can complete their purchases immediately and pay later without registering a bank account, credit card, or adding funds. For merchants, *atone* helps reduce cart abandonment by making checkout easier for customers who might otherwise leave without completing their purchase. Additionally, *atone*'s reward points program makes it easier for merchants to attract new customers and encourage repeat purchases.

For more information about *atone*: <https://atone.be> (Japanese only)

About Online ID Payment

Online ID Payment is a service that enables users to make payments by signing into the provider's app or website, and using a stored balance or a linked credit card.

For more information about Online ID Payment:

https://www.sonypaymentservices.jp/consider/online_id_payment/ (Japanese only)

About Net Protections, Inc.

Company Name : Net Protections, Inc.
(Net Protections Holdings, Inc. [Code: 7383, the Prime Market of the Tokyo Stock Exchange] Group)
Representative : Shin Shibata, CEO
Website : <https://corp.netprotections.com/>
Business Description : Provision of Buy Now Pay Later (BNPL) services
Founded : January, 2000
Capital : JPY 100 million
Head Office : Sumitomo Fudosan Kojimachi First Building 5th Floor, 4-2-6 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan

About Sony Payment Services, Inc.

Company Name : Sony Payment Services Inc
Representative : Ryosuke Nomura, CEO
Website : <https://www.sonypaymentservices.jp/>
Business Description : Provider of payment services, including credit card processing, various payment solutions, credit card data processing, collection agency services, and money lending services. The company also engages in all other related or incidental businesses.
Founded : September 25, 2023 (Formerly known as Sony Payment Service founded on September 1, 2006)
Head Office : NBF Takanawa Building 6th Floor, 1-3-13 Takanawa, Minato-ku, Tokyo

Direct any inquiries regarding this release to:

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