

Launch of a collaboration between Sumitomo Mitsui Card's Custella cashless transaction data analytics and support services and Macromill's online research system

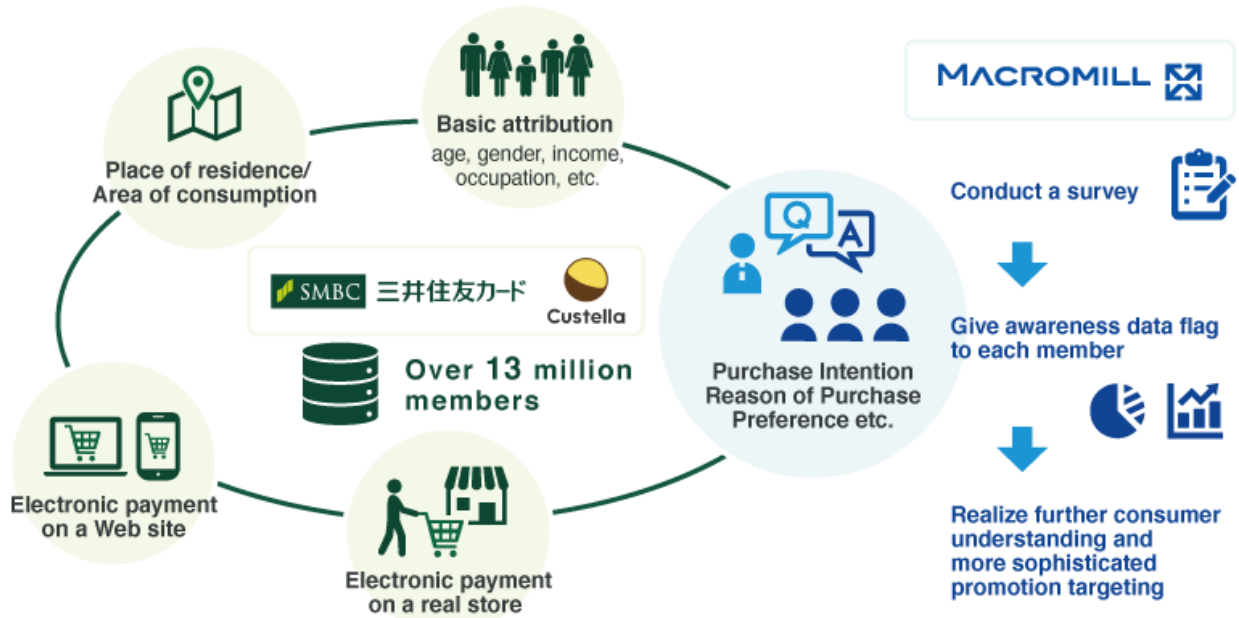
Sumitomo Mitsui Card Co., Ltd.
Macromill, Inc.

Sumitomo Mitsui Card Co., Ltd. (Headquarters: Koto-ku, Tokyo; Yukihiko Onishi, President and Representative Executive Officer; hereinafter, "Sumitomo Mitsui Card") and Macromill, Inc. (Headquarters: Minato-ku, Tokyo; Toru Sasaki, Representative Executive Officer and Global CEO; hereinafter "Macromill") are embarking on a collaborative initiative that combines Sumitomo Mitsui Card's Custella cashless transaction data analytics and support services and Macromill's proprietary online research system to further increase the added value provided to Sumitomo Mitsui Card's client companies.

■ About this initiative

By combining survey results from Sumitomo Mitsui Card holders (hereinafter "Card Holders") with data on their cashless transactions, Macromill will aim to enhance the analytical capabilities of Custella to help Sumitomo Mitsui Card's client companies enhance their marketing activities.

<Image of the initiative>



SMBC 三井住友カード

- ✓ Statistically anonymized enormous customer attribution/ purchase history data
- ✓ Cases of cashless data utilization examples and know-how that fit various industries
- ✓ Group of analysts/ data scientists with rich experience in finance and payment data area



MACROMILL

- ✓ Originally developed survey system that allows Macromill to acquire high-quality responses
- ✓ Actual track record and know-how on marketing research over 30,000 projects per annum
- ✓ Group of analysts/data scientists with rich experience in various industries

Specifically, Macromill will conduct online surveys of Card Holders by distributing questionnaires via its proprietary online research system. Responses from surveyed Card Holders (awareness data) will be linked to their respective credit card purchase histories (behavioral data) for combined data analysis. Questionnaires are designed to collect a variety of information, including the background and reasons for their choice to pay with a credit card, their values and preferences, and their activities and behavior when not using a credit card. As a Custella service, this will allow Macromill to support Sumitomo Mitsui Card to provide analysis and verification of an entire set of data on the perception and behavior of Card Holders to Custella users, which enables the implementation of effective sales promotions. For instance, on planning and evaluating targeted advertising to over 13 million Card Holders. In this service, Sumitomo Mitsui Card and Macromill will statistically anonymize the survey response data and make it impossible to identify individuals and will use it only to the extent area that Card Holders have agreed for us to use before the research.

Sumitomo Mitsui Card and Macromill are about to embark on the first project with the new service, for Sumitomo Life Insurance Company, to conduct a survey on “health awareness and purchase behavior”. We plan to utilize promotion targeting based on the results of surveys and analysis of payment data for Sumitomo Life Insurance Company’s future digital marketing strategy.

The collaborative initiative between Sumitomo Mitsui Card and Macromill is part of our business alliance formed in September 2020 with the goal of facilitating the strategic use of data by companies. Making good use of each other’s assets we will further add value to Sumitomo Mitsui Card’s Custella, enhance Macromill’s know-how in data consulting, and thereby continue to contribute to strategic data use by companies.

*News release dated September 4, 2020: <https://group.macromill.com/news/20200904.html>

■ Macromill’s online research system

Macromill’s proprietary online research system (AIRs) is a system that automatically perform a series of functions—ranging from the development of a questionnaire to the setting of survey conditions, execution of the survey, real-time tabulation of survey responses, and data processing—on the website, enabling users to collect survey responses quickly. For more than 20 years since the launch of its business, Macromill has been making continuous efforts to develop and enhance the system. Today, it is stably supporting more than 30,000 survey projects each year.

■ Sumitomo Mitsui Card’s Custella

Custella is an analytics services tool designed to support corporate marketing activities by transforming raw data on cashless transactions held by Sumitomo Mitsui Card into statistically useful datasets in such a way as to make individual consumers and member stores unidentifiable. It can aggregate and visualize data in various ways, for instance, presenting purchase data aggregated by customer attribute (new customers, repeaters, inbound customers, etc.) or by type of shopping habits (weekday, holiday, time zone, area, etc.).

*Further information on Custella: <https://www.smbc-card.com/camp/custella/index.html>

*News release dated September 28, 2021: <https://www.smbc-card.com/company/news/news0001617.jsp>

— **Contact for inquiries about this press release** —

Sumitomo Mitsui Card Co., Ltd. Corporate Planning PR Ishibashi, Kobayashi, Ishikawa

TEL : 03-6365-0511 MAIL : public_relations@smbc-card.com

Macromill, Inc., Corporate Communication & IR Division Watarai

TEL : 03-6716-0707 MAIL : press@macromill.com