



September 29, 2025

Company name:	dely inc.
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Securities code:	299A, TSE Growth
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SmartNews, One of Japan’s Largest News Apps, Partners with “Kurashiru Retail Network”

Delivering New Value to Shoppers and Expanding Promotional Opportunities for Businesses

dely inc. (Headquarters: Minato-ku, Tokyo; CEO: Yusuke Horie; hereinafter “dely”) announced that it began implementing its guaranteed-purchase retail media network service, Kurashiru Retail Network, on September 29, 2025, on SmartNews, the news app operated by SmartNews, Inc. (Headquarters: Shibuya-ku, Tokyo; CEO: Kaisei Hamamoto; hereinafter “SmartNews”).

Kurashiru Retail Network is a purchase-based retail media platform operated by dely, which centrally manages promotional campaigns from Consumer Packaged Goods (CPG) brands and retailers, and distributes them seamlessly across a range of partner consumer-facing applications. Through this initiative, users can access Kurashiru Reward’s “Purchase-based offers” function via SmartNews, enabling them to earn SmartNews points by submitting shopping receipts. Accumulated points can then be redeemed across more than 10 partner services. By combining news browsing with everyday shopping, the initiative provides consumers with a new and rewarding experience, while offering CPG brands and retailers expanded promotional opportunities through SmartNews, one of Japan’s largest news apps.

Key Highlights of the Initiative

•For advertisers and retailers

Enables centralized promotional activities across multiple channels.

Provides end-to-end support from brand awareness to actual purchasing behavior through SmartNews, one of Japan’s largest news apps.*

•For media companies operating apps

Enhances user experience while simultaneously expanding monetization opportunities for SmartNews.

•For consumers

By using the “Purchase-based offers” function through SmartNews, consumers can earn SmartNews points from everyday shopping.

Provides household savings benefits with promotions primarily at supermarkets, drugstores, and other daily-use retailers.

* Source: SmartNews Ads Service Site <https://ads.smartnews.com/home/>

Future Outlook

Through this partnership with SmartNews, dely will further expand the Kurashiru Retail Network, continuously delivering new value to CPG brands, retailers, and media partners, while also delivering sustainable growth opportunities to our investors.

Company Information

SmartNews, Inc.

Head Office: Shibuya Cross Tower 22F, 2-15-1 Shibuya, Shibuya-ku, Tokyo 150-0002, Japan

CEO: Kaisei Hamamoto

dely inc.

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