



Notice: This document is an English translation of a statement written originally in Japanese.  
The Japanese original should be considered as the primary version.

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Dear all,

Company name	Smaregi, Inc.
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## **Smaregi EC Now Supports PAYGATE**

### **Enhancing Synergies across Payment Services through Group Collaboration**

Smaregi Inc. (Head Office: Chuo-ku, Osaka; Representative Director: Ryuhei Miyazaki; hereinafter “Smaregi”) announced the launch of an integration between its multi-payment service PAYGATE and the services provided by its subsidiary, Netshop Supporters Co., Ltd. (Head Office: Minato-ku, Tokyo; CEO: Yoichi Takezawa; hereinafter “Netshop Supporters”)—namely Smaregi EC B2B (formerly “Rak Raku B2B”) and Smaregi EC Repeat (formerly “Rak Raku Repeat”).

This integration is being carried out alongside today’s brand refresh (the consolidation under the “Smaregi EC” brand) and will further strengthen cross-service collaboration across POS, Payments, and EC within the Smaregi Group.

#### **Overview of the Integration**

Merchants using Smaregi EC B2B and Smaregi EC Repeat can now process credit card payments for online transactions via PAYGATE.

Previously, PAYGATE primarily supported in-store (face-to-face) payments, while also offering limited non-face-to-face payment options such as mobile ordering apps.

Through this new integration, PAYGATE extends its capabilities to online domains—including e-commerce and B2B transactions—creating new opportunities for usage and expanding its role as a group-wide payment platform.

#### **Background and Objectives**

In the B2B and e-commerce sectors, growing channel diversification has led to increasing demand for seamless payment experiences across both online and offline touchpoints.

Netshop Supporters has historically integrated with multiple payment processors to accommodate the varying needs of its business clients.

This new collaboration enables the company to maintain such flexibility while deepening internal payment integration within the Smaregi Group.

#### **Future Outlook**

The Smaregi Group aims to further advance service integration across the core domains that support retail businesses—POS, Payments, and EC—to deliver unified value and a more comprehensive user experience.

Building on the strengths of each service, the Group will continue to improve convenience and create new user experiences for customers.

This initiative is designed to enhance user convenience and strengthen internal collaboration, and its short-term impact on financial performance is expected to be limited.

### **Service Overview**

#### ■ Multi-Payment Service “PAYGATE”

A multi-payment platform provided by Smaregi. PAYGATE supports a wide range of cashless payment methods, including credit cards, e-money, and QR code payments. In addition to in-store transactions, it now supports online payments and continues to expand its functionality as a group-wide payment infrastructure.

(<https://smaregi.jp/payment/>) \*in Japanese

#### ■ Cloud Service for B2B Order Management “Smaregi EC B2B”

A cloud-based service provided by Netshop Supporters that digitalizes business-to-business order and purchase workflows. It supports B2B-specific requirements such as client-specific pricing and discount rate management, enabling operational efficiency and the digital transformation of sales activities.

(<https://ec.smaregi.jp/b2b/>) \*in Japanese

#### ■ EC Cart Specializing in D2C and Subscription Commerce “Smaregi EC Repeat”

A subscription-focused e-commerce cart system provided by Netshop Supporters, designed primarily for cosmetics, supplements, and other recurring-purchase businesses. Equipped with various fan marketing features, it helps maximize customer lifetime value (LTV) and is widely adopted by companies across different industries.

(<https://ec.smaregi.jp/repeat/>) \*in Japanese

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