



December 15, 2025

Company name: Kurashiru, Inc.
Representative: Yusuke Horie, Representative Director and President
Securities code: 299A, TSE Growth
Inquiries: Shota Toda, Director and CFO
Telephone: +81-3-6420-3878

LIFE Joins “Receipt Challenge” as a Retail Partner

Kurashiru, Inc. (Headquarters: Minato-ku, Tokyo; CEO: Yusuke Horie; hereinafter “Kurashiru”) announced that LIFE CORPORATION (Headquarters: Osaka City, Osaka; President and CEO: Koji Iwasaki; hereinafter “LIFE”), operator of the LIFE supermarket chain, has joined the Receipt Challenge, a receipt-scanning rewards app, as a new retail partner.

Following this collaboration, and in partnership with Mitsubishi Shokuhin Co., Ltd., Kurashiru began promotional activities across all LIFE stores on Monday, December 15, 2025. This initiative is a large-scale promotion utilizing Receipt Challenge, covering 22 products from 13 manufacturers across various categories, from food to alcoholic beverages.

Background and Purpose

Receipt Challenge is a promotional DX solution that enables POS growth without altering in-store pricing.

Through this initiative, LIFE will leverage Receipt Challenge as a promotional tool for its manufacturer partners by participating as a retail partner.

By partnering with LIFE, one of Japan’s leading supermarket chains, Kurashiru aims to further optimize in-store promotional environments and enhance user satisfaction.

Moving forward, Kurashiru will continue providing solutions that help expand sales for retailers, distributors, and food & beverage manufacturers by utilizing its unique assets.

Overview of the Initiative

Applicable stores:

All LIFE supermarket locations

Promotional offerings:

Campaigns for eligible products on Receipt Challenge, point rewards, and limited-time promotions

How it works:

Users upload receipts for eligible purchases via the app to earn points.

LIFE can utilize various promotional functions, including inventory management and visualization of promotional effectiveness.

Future Outlook

- Development of region-specific campaigns and seasonal product-based promotions
- Expansion of partnerships with nationwide retail chains to build a promotional DX ecosystem
- Promotion of optimization initiatives based on data integration between stores and the app

About Receipt Challenge

Receipt Challenge is a receipt-scanning rewards app provided by Kurashiru. Users earn points by uploading receipts for campaign-eligible products featured in the app.

With a large user base eager to share shopping information, the service has been well-received for its ability to deliver strong POS lift without requiring any in-store operational burden.