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“Receipt Challenge” Launching Exclusive Campaign at 1,175 Lawson Stores in the Tohoku Region

**Featuring 32 Products Including “MACHI café” : Enhancing the Value of
Daily Shopping at Tohoku-Area Lawson Stores.**



Receipt Challenge Campaign: Launching March 9 at 1,175 Lawson Stores in Tohoku!



Kurashiru, Inc. (Headquarters: Minato-ku, Tokyo; CEO: Yusuke Horie; hereinafter “Kurashiru”) is pleased to announce that its savings app, “Receipt Challenge,” will hold a large-scale campaign from Monday, March 9, 2026, to Sunday, March 29, 2026. This campaign is exclusive to Lawson stores in the Tohoku region (Aomori, Iwate, Miyagi, Akita, Yamagata, and Fukushima Prefectures). Users will receive “Receipt Challenge Coins” by uploading receipts for eligible product purchases via the app.

First-Ever Collaboration Between “Receipt Challenge” and Lawson Commences in the Tohoku Region

To support the daily lives of residents in the Tohoku region as they prepare for the new fiscal year starting in March, Receipt Challenge has partnered with Lawson, Inc. (Tohoku Company) to launch its first-ever campaign at Lawson stores. This opportunity provides extra savings at 1,175 participating locations across the six prefectures of Tohoku.

A Selection of 32 Daily Essentials: From “MACHI café” to Cup Noodles

The campaign features a lineup of 32 products essential for daily life, ranging from Lawson’s signature brand “MACHI café” to beverages and snacks from the new private brand “3-Star Lawson,” as well as convenient pantry staples like cup noodles.

Users can earn Receipt Challenge Coins simply by uploading their receipts through the Receipt Challenge app after purchasing eligible items. Receipt Challenge is an app that provides users with incentives through everyday actions, such as shopping for specific products, traveling, or viewing store flyers, enabling a rewarding shopping experience at local stores.

Eligible Products and Reward Details

MACHI café

A total of 10 items are eligible, including "Coffee," known for its perfect balance of richness and flavor, and "Cafe Latte," made with 100% raw milk and carefully selected beans.

Other Groceries & Household Items

The lineup includes a variety of items for everyday meals, such as "Green Tea" with a mellow umami flavor, "Kitsune Udon" with a specialty dashi broth, and authentic "Beef Curry." Also featured are "Gold Master Nama" beer and "Fried Rice" for a quick gourmet treat.

* Some items may not be available at all store locations.

Campaign Overview

Period: Monday, March 9, 2026 – Sunday, March 29, 2026

Target Stores: 1,175 Lawson stores in the Tohoku region (Aomori, Iwate, Miyagi, Akita, Yamagata, and Fukushima Prefectures). *As of March 1, 2026.

How to Apply: Tap the respective product image within the "Receipt Challenge" app and upload the receipt showing the purchase of the eligible item.

Prize: Receipt Challenge Coins (Coins will be awarded within approximately one week after receipt upload and verification).

- Coins will be awarded within approximately one week following receipt upload and verification.

- Applications are valid only when submitted via the specific campaign page within the "Receipt Challenge" app.
- Coins will be granted for each eligible item upon successful receipt submission and approval.
- Multiple applications are permitted per person, including for the same product. However, applications are limited to a maximum of five times per specific product per day.
- Receipts for purchases made outside the aforementioned campaign period are ineligible.
- The campaign will conclude once the predetermined reward budget or quantity is reached, even if within the campaign period.
- The campaign period is subject to extension without prior notice.

■About Receipt Challenge

Receipt Challenge is a receipt-scanning rewards app provided by Kurashiru. Users earn Coins 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.

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