

Osaka Gas and giftee Jointly Launch the Digital Gift Ticket Service “Ittoku Pass” and the Hometown-Tax Collection System “Kansai Odekake Tax,” Which Are Intended to Operate in Coordination with Local Businesses and Local Governments, Respectively

December 2, 2022
Osaka Gas Co., Ltd.
giftee Inc.

Osaka Gas Co., Ltd. (President: Masataka Fujiwara; hereinafter, “Osaka Gas”) and giftee Inc. (Representative Directors: Mutsumi Ota and Tatsuya Suzuki; hereinafter, “giftee”) concluded a business alliance agreement on October 1, 2022, to contribute to revitalizing the local economy of the Kansai region by digitalizing networks of local businesses, mainly those in the food and beverage service industry. Under this agreement, on December 5, a new digital gift ticket service named “Ittoku Pass” will be launched to connect Osaka Gas household customers to local businesses in the food and beverage service industry. This service provides registered members of Osaka Gas’s membership websites “My Osaka Gas” and “Sumai LINK” with free coupons, as well as digital gift vouchers in exchange for loyalty points, to privilege them to use designated restaurants, bars, cafes, etc. more affordably. Moreover, Osaka Gas and giftee are planning to utilize the digital platform used for the abovementioned service to enable local governments in the Kansai region to collect the hometown tax (donations from non-residents) through the on-site-consumption-type hometown-tax collection system “Kansai Odekake Tax,” and reward those donors with digital gift vouchers named “Odekake Gift Vouchers,” which are acceptable at local businesses in the food and beverage service industry.

The Kansai region is rich in appealing tourist resources, with a mixture of historic townscapes and modern downtown areas. In this region, Osaka, Kyoto, Kobe and Nara, as famous tourist destinations, are located in close proximity, while each of these areas boasts a distinctive food culture and many attractive restaurants, bars, cafes, etc. Nevertheless, the Kansai economy has remained sluggish mainly due to a decrease in both opportunities for local people to eat out and the number of tourists amid the COVID-19 pandemic, the worsening business environment for businesses in the food and beverage service industry caused by increased fuel and electricity charges, and general low consumption.

To provide solutions to such various issues faced by the Kansai region and contribute to revitalizing the regional economy and enhancing infrastructure for digital transformation (DX), Osaka Gas and giftee combine Osaka Gas’s relationships with businesses in the food and beverage service industry, its expertise in food, and its numerous customer accounts, with giftee’s digital platform “e-machi Platform^{®□},” which helps solve issues faced by local governments and communities. As part of this joint initiative, the digital gift ticket service “Ittoku Pass” will be launched on December 5, 2022. This service will allow Osaka Gas household customers to use local restaurants, bars, cafes, etc. more affordably, thereby establishing a close connection between those customers and local relevant businesses and reinvigorating the Kansai region.

The Ittoku Pass service offers three types of digital tickets.

Type	Businesses that accept the ticket	Eligible customers	Service description
① Ittoku Pass Free Coupon <small>(available from January 11, 2023)</small>	✓ Designated restaurants, bars, cafes, etc.	My Osaka Gas members	✓ Free coupons are regularly emailed to eligible customers. ✓ The customers can receive relevant food or beverage services for free by presenting these coupons.
		Sumai LINK TV Stick members	✓ Free coupons are available on an unlimited basis for eligible customers from a dedicated website. ✓ The customers can receive relevant food or beverage services for free by presenting these coupons.
② Ittoku Pass Gift Voucher		All customers	✓ Digital gift vouchers for food and beverage services at designated businesses are provided in exchange for Sumai LINK Bonuses. ✓ Customers who apply for various services provided by Osaka Gas are privileged to use these vouchers.
③ Odekake Gift Voucher <small>(available from January 2023 or later)</small>	✓ Designated restaurants, bars, cafes, etc. ✓ Hotels and other facilities	All customers	✓ Digital gift vouchers acceptable at designated restaurants, bars, cafes, hotels, etc. are offered as a reward to those who make a donation through the Kansai Odekake Tax system.*

* Kansai Odekake Tax is a system that enables users to pay a hometown tax (donation) to a local government in the Kansai region online before or during their visit to the relevant area. Odekake Gift Vouchers are issued as a reward for their donations and are immediately sent to their smartphones. These donors can use the vouchers at designated businesses in the relevant area. Osaka Gas and giftee jointly provide this as a new hometown-tax collection system for use by local governments in the

Kansai region to revitalize the region.

The Daigas Group and giftee will utilize digital technology to provide services and solutions optimal to each customer with the aim of realizing lifestyles and businesses that fit with the new normal and revitalizing the regional economy.

1. Company profiles

Osaka Gas

Company name	Osaka Gas Co., Ltd.
Head Office location	4-1-2 Hiranomachi, Chuo-ku, Osaka, Japan
Representative	Masataka Fujiwara, President and Representative Director
Capital	132,166,660,000 yen
Established	April 10, 1897
Business description	Production and sale of gas; generation and sale of electricity, etc.

giftee

Company name	giftee Inc.
Head Office location	Higashi-Gotanda Square 12th floor, 2-10-2 Higashi-Gotanda, Shinagawa-ku, Tokyo
Representatives	Mutsumi Ota and Tatsuya Suzuki, Representative Directors
Established	August 10, 2010
Business description	Operation of the e-gift platform business

Under the corporate vision of “Providing services that help establish various ties between people, companies and communities through e-gifts,” giftee operates the e-gift platform business in Japan and abroad, being responsible for the entire process from the issuance of e-gifts to their distribution. The company mainly provides the following three services: “giftee®,” an e-gift sale service for individual customers; the “eGift System,” which issues and sells e-gifts and tickets; and “giftee for Business,” an e-gift utilization service for corporations. The company thus provides e-gift services for a wide range of customers, including both individuals and corporations. The company also provides the “e-machi Platform®” (renamed from “Welcome! STAMP” in October 2021), a digital platform service that helps solve issues faced by local governments and communities, to support the regional revitalization efforts of local governments, companies, and organizations from the digital aspect.