

Isbank Sublicense Acquiring Agreement: Widespread Acceptance in Turkey

Anadolu Kredi Kartı (AKK), a JCB licensee, granted a merchant acquiring sublicensing agreement to Türkiye İş Bankası (Isbank), one of Turkey's largest banks, on 31 March 2004. Through this new agreement the number of merchants accepting JCB card in Turkey will increase to more than 100,000, helping increasing numbers of tourists to shop more conveniently.

"We are very pleased to have this opportunity to partner with Isbank, one of the top acquiring banks in Turkey", said Mr. Kunio Yoshizawa, President & COO of JCB. "Having Isbank's POS terminals accept JCB benefits both of us significantly in terms of sales. Turkey, standing between Europe and Asia, is a popular destination for JCB cardmembers attracted to the country's historical and cultural resources, and we want to further meet their needs for travel and entertainment services."

Mr. Mete Uğurlu, Deputy Chief Executive of Isbank, added, "The JCB card is widely used all over the world, not just Japan. We know that the Japanese like to travel, and we believe that widespread availability of JCB in Turkey will help promote income from tourism, and the national economy. And of course, this agreement will increase the sales volumes of our member companies."

Mr. Şule Zorlu, Member of Executive Board of Anadolu Kredi Kartı (AKK) commented, "Our agreement with JCB in 1993 helped us increase sales at our 11,000 merchants. We are very happy to see JCB brand presence rise even higher with this new agreement."



(Left to right)
Mr. Kunio Yoshizawa, Mr. Mete Uğurlu
and Mr. Sinan Kucukali, General Manager of AKK

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Hang Seng/JCB Card Enhances JCB Brand Presence, Merchant Network in Hong Kong

The Hang Seng/JCB Standard and Gold Cards were launched on 17 June 2004 in Hong Kong.

"The Hang Seng/JCB Card products leverage the distinctive benefits of Hang Seng Bank's local operations and product design expertise with JCB's brand recognition, global merchant network and worldwide customer service, and significantly enhance JCB's presence in Hong Kong", said Mr. Shizuo Mizuguchi, Deputy President of JCBI.

The prestige of the JCB brand has helped JCB build the highest quality merchant base in Hong Kong and around the world, offering Hang Seng/JCB cardmembers special discounts and premiums in dining, fashion, entertainment and lifestyle.

In addition, the comprehensive Japanese merchant network and information database gives cardmembers privileged access to the best in restaurants, hot springs, hotels, amusement and theme parks, golf courses and other sports facilities in Japan. Hang Seng/JCB Gold cardmembers can also enjoy exclusive VIP airport lounge service in

Tokyo, Osaka and other major cities in Japan.

Cardmembers making purchases with the Hang Seng/JCB Card in Hong Kong and Japan will enjoy increasingly attractive rewards. Moreover, Hang Seng/JCB cardmembers can enjoy the privileges offered at JCB Plazas – worldwide customer services centers, reservations at restaurants and hotels, and tourist information and emergency assistance.

"The Hang Seng/JCB Card will capture additional market segments that are fond of Japanese culture and want to keep up with the latest trends. Hang Seng's innovative products have always been successful and well received by the public. We are confident that the unique combination of Hang Seng market savvy and JCB global services will make this card a winner", a spokesman at Hang Seng Bank commented.



AEON Credit Service (Asia) Launches JCB Card Issuing in Hong Kong

AEON Credit Service (Asia), the leading non-bank credit card company in Hong Kong, launched JCB card issuing on 15 July 2004. AEON Credit Service (Asia) is a subsidiary of Japan's AEON Credit Service Co., Ltd. and a member of the AEON Group.

The new AEON/JCB Travel Card makes the most of the two companies' ties to Japan by giving cardmembers special offers at merchants in Japan and exclusive low-price tours to Japan. The card design itself features a kabuki motif, one of Japan's traditional performing arts. The card's unique Japan-focused features are added benefits to global acceptance of the JCB brand, access to JCB Plaza customer service centers in 31 popular destinations around the world and the wide variety of other value-added benefits available to all JCB cardmembers.

"The fact that a visa for entry into Japan from Hong Kong is no longer required means we will see a lot more travelers, so that specialized services focusing on Japan will be appreciated more", said Mr. Hiroshi Takahashi, Managing Director of JCB International (Asia) Limited.

The AEON/JCB Travel Card will be advertised aggressively in

newspapers and magazines, and through various other channels to reach the target market of approximately 3,400,000 in Hong Kong. AEON and JCB anticipate that more than 10,000 cards will be issued in the first year alone. In addition, the JCB brand will become even more widely accepted in the region from November 2004 when the Bank of East Asia joins the network of JCB acquiring partners in Hong Kong, making the AEON/JCB Card that much more widely accepted for local use by cardmembers as well.



AEON Credit Service (Asia) is the third major card issuer to receive a license for issuing the JCB Card in Hong Kong, following HSBC and Hang Seng Bank. JCB began expanding globally as an international credit card brand by opening its first overseas subsidiary in Hong Kong in 1981, and the first JCB Card issuing program outside Japan was launched in partnership with HSBC four years later in 1985. The new agreement with AEON Credit Service (Asia) confirms JCB's long-standing commitment to Hong Kong.

Sushi Tei JCB Card Launched in Singapore

JCB International and Singapore-based Sushi Tei launched a co-branded credit card on 14 April 2004.

The Sushi Tei JCB card is unique in giving cardmembers cross-border privileges and savings at Sushi Tei outlets in Hong Kong, Shanghai, Bangkok and Jakarta in addition to the seven restaurants in Singapore, an attractive feature for the local market who are mobile and travel at least twice a year within the region on holidays.

Mr. Noboru Takekura, chairman of Sushi Tei, said: "The decision to create the credit card was based in part on feedback from our regular diners, who said a card that would give them discounts and benefits would be an added bonus to our innovative, fresh dishes." The Sushi Tei JCB card launch was planned in conjunction with the tenth anniversary of the opening of the first Sushi Tei in Singapore's trendy Holland Village.

In addition to SG\$120 vouchers during the launch period, no annual fee and a 10% discount off all dining bills, Sushi Tei cardmembers also benefit from JCB's customer service offices located in major cities worldwide providing personalized booking and ticketing services. Sushi Tei stated that it is precisely because of the reach with high-end merchants and the unique personal service level provided to cardmembers that it chose to work with JCB. JCB, on the other hand, is aware that in today's value-conscious Singapore market where each cardholder carries at least three different cards, the aim of the Sushi Tei JCB card is to be used consistently as the primary card.

The Sushi Tei JCB card is issued by United Overseas Bank, the leading card issuer in Singapore.



JCB and Macoto Bank Launch JAA/JCB Card in Taiwan

Taiwan's Macoto Bank started issuing the JAA/JCB Card in July 2004. Japan Asia Airways (JAA), a subsidiary of Japan Airlines Corporation (JAL) operating between Japan, Taiwan and Hong Kong, selected the JCB brand to enhance the versatility of their mileage program for their first co-brand international credit card in Taiwan. JCB will share marketing opportunities with JAA's frequent flier program business unit, and also support Macoto Bank in new markets.

The new JAA/JCB card offers the global acceptance of all JCB cards, as well as enabling JAA customers to earn mileage rewards that may be exchanged for JAL Group and other partner airline tickets, JAL Group flight upgrades, free hotel accommodation, 10% discount for in-flight purchases on JAL Group international flights, and other premiums.

"As of last year, Taiwan ranked second in the number of tourists to Japan, although there was some decline after the outbreak of SARS. With all of these people traveling from Taiwan to Japan our specialized services focusing on travel to Japan is expected to create unrivaled benefits for our JAA/JCB cardmembers in Taiwan", said Mr. Itaru Ogara, Director at JAA Taipei.

"We at Macoto Bank can reward JAA/JCB cardmembers for their loyalty and help them make the most of JAA services, a key principle of our on-going customer relationship management strategy. And with JCB, we can create a wealth of global cross-promotional activities across various JAA businesses", said Mr. Frank Hung, President of Macoto Bank.



Co-brand cards have experienced spectacular growth in Taiwan during the last five years. Co-brand card products have been developed across many different sectors, including retailers, petrol companies and financial services, and are estimated to account for almost 50 percent of cards on issue. In this severely competitive Taiwan market, the new JAA/JCB cards will be aggressively advertised through TV commercial ads, newspapers and magazines, and various other channels to reach the target market of approximately 9 million in Taiwan, and issuance of more than 30,000 cards in the first year alone is anticipated.

Anshin MMA Eastern Home Shopping Network JCB Platinum Card

Anshin Card Services Co., Ltd., a Taiwanese credit card company, began issuing the new Anshin MMA Eastern Home Shopping Network JCB Platinum Card in cooperation with Eastern Home Shopping Network Company Limited, a major Taiwanese TV shopping company in July 2004.

The issuing license agreement between JCB International (JCBi) and Anshin Card Services was signed on 29 April 2004. The new Anshin MMA Eastern Home Shopping Network JCB Platinum card is the first credit card in Anshin Card Service's portfolio to carry the JCB brand.

"We are excited by this opportunity to partner with Anshin Card Services, one of the most respected and largest banks in Taiwan, and this will help increase the reach of the JCB brand in Taiwan. Through this new strategic alliance with Anshin Card Services, we are able to match the global strength and worldwide service of JCB with the strong customer-oriented relationships of a local partner", said Mr. Osamu Hino, General Manager of JCB International (Taiwan) Ltd.

Anshin MMA Eastern Home Shopping Network JCB Platinum cardmembers enjoy a waiver of annual fees for the first year, a special introductory interest rate, exclusive discount pricing, cash back premiums and other benefits available at Eastern Home Shopping Network's teleshop. Also, the card gives cardmembers access to Anshin Card Services' MMA financial technology that offers time-sensitive, user-specific flexibility in investment options.



As a result of this agreement, the leadership position of both Anshin Card Services and JCB will be reinforced for a strategic advantage in developing the potential of the credit card market in Taiwan. JCB expects Anshin Card Services to issue more than 150,000 cards in the first year.

JCB Introduces International Wholesale Credit Solution: Onishi E. Sun JCB Card

JCB is providing a new kind of wholesale credit solution for Onishi Clothing in Osaka, Japan, in cooperation with Taiwan's E. Sun Bank (ESB). Starting in June 2004, clothing buyers from Taiwan have been able to use the Onishi E. Sun JCB Card to purchase stock for their retail outlets from Onishi Clothing. JCB plans to actively market this solution to other Japanese businesses serving overseas customers.

JCB's new international solution begins with ESB issuing an Onishi E. Sun JCB Card to the wholesale buyer in Taiwan, with a line of credit based on the creditworthiness of the retail business, higher than the usual individual line of credit. The buyer can then purchase stock at Onishi Clothing with the JCB card. The sales transactions and associated funds settlement are processed through JCB's international payment network, with E. Sun Bank invoicing the cardmember in the local currency.

"Onishi's customers from Taiwan now have the convenience of paying by card, and the grace period inherent in credit payment, as well as

other JCB services and advantages including wide acceptability throughout Japan", commented Takashi Konno, General Manager of JCB Solution Business Department in Osaka. "Above all, the new Onishi E. Sun JCB Card will give cardmembers more security and peace of mind, because they no longer have to carry large sums of cash", he added.



JCB estimates sales volumes of new products using this solution to reach 200 million yen in the first year, rising to 500 million yen, about 4.5 million US dollars, after three years. JCB is confident that businesses serving Asian and other customers from outside Japan will be eager to adopt this new solution.

Onishi Clothing is Japan's largest clothing wholesaler, and has been operating from Osaka's famous Senba textile district since 1954.

JCB Sponsors Asian Football Confederation

JCB is sponsoring the Asian Football Confederation (AFC) in 2004. The partnership offers AFC the support of the only international credit card brand based in Asia, and gives JCB marketing and promotional rights as an official sponsor.

"We are honored to be an official sponsor of AFC on its 50th anniversary, and pleased to be able to support and promote the whole Asian football movement", said Mr. Osamu Daigo, Executive Manager of the Media and Channel Management Department at JCB. "Through our partnership with AFC we are looking forward to increasing JCB brand awareness and loyalty throughout the region while AFC benefits from our marketing and media support at the same time."

JCB is sponsoring the AFC's top 9 tournaments in 2004, including the AFC Champions League in February which decided the best club team within Asia, and the Asian Football Qualifiers 2004, the tournament serving as the AFC qualifiers for the Olympic Games, held in March and May. The AFC's most prestigious tournament, the AFC Asian Cup China 2004, was held in July. All of these tournaments featured top class performances from some of the

world's best athletes, and generated attention not only across Asia, but from around the globe.

The new partnership with AFC, in addition to JCB's sponsorship contract with the East Asian Football Federation (EAFF) signed in 2003, enables JCB to enhance its support of football in Asia - the athletes who compete, and the Asian community who enjoy the challenge and excitement of football - and to promote further development of the sport throughout the region.



JCB is an official sponsor of AFC.



JCB WORLD PROMOTION Brand Campaign

JCB launched the JCB WORLD PROMOTION on 1 July 2004, and cardmembers from all the 18 countries and territories around the world where the JCB card is issued are eligible to win prizes in this brand campaign.

While details may vary by issuing country, customers spending over a certain amount will be given a chance to win prizes that focus on domestic and international travel. For example, prizes to be awarded in Korea, Taiwan and Hong Kong feature trips to Japan including tours of Universal Studios Japan™ through a tie-up with USJ.

JCB began deploying brand campaigns in 2003 as a strategy to increase brand recognition worldwide and to increase sales. Advertising and promotion of the current campaign will be implemented through JCB

partner channels as well as in numerous mass media, particularly in Asia where there has been remarkable growth in cardmembers and merchants.

As an international brand, JCB is advancing card issuing around the globe, and at the same time remains committed to providing JCB cardmembers a level of service unavailable with any other brand.



New Web Site for JCB International Brand Customer Service

As the number of JCB issuing partners outside Japan and their cardmembers increases worldwide, so does the need for information about JCB international brand services. In March 2004 JCB established a new web site that meets this need for each issuing country in four languages: English, Korean, Chinese and Japanese.

Information provided covers JCB brand campaigns, international services including JCB Plazas and JCB Airport Desks, special offers and discounts at merchants in Japan and much more. JCB will continue to add content as part of our effort to enhance international brand customer service.

Please visit the new site at "<http://www.all.jcb-card.com/>".



The Odakyu JCB Card – Odakyu Points with International Credit

JCB is providing all issuing-related services except cardmember recruitment to Odakyu Card Co., Ltd. (OCC) for the new Odakyu JCB Card launched in April 2004. Odakyu Card is a subsidiary of the major Japanese rail company, Odakyu Electric Railway Co., Ltd (OER), a member of the Odakyu Group, which includes Odakyu Department Stores and Odakyu Hotels among other businesses in Tokyo, Japan.

“We can give Odakyu’s superior customer base the kind of premium service other international brands cannot”, commented Naotaka Sato, General Manager of Brand Relations Promotion Department at JCB. “For us, this represents an opportunity to make progress in bringing more of our technological advantages to the market, because the Odakyu Group is looking ahead to combining public transport fare payment with credit on a smart card”, he added.

OER is one of 23 public transport companies participating in Passnet, which currently uses a pre-paid card system for fare payment throughout the metropolitan Tokyo area. The association is planning to change to a smart card Passnet in 2006, and JCB expects to play an active role in its implementation.

Yasuyuki Tamura, Executive Managing Director of OCC and Manager of CRM Division at OER, notes, “Having JCB provide card services is an important part of our overall CRM strategy. The Odakyu Group is composed of 114 different organizations in a wide range of businesses, from department stores to transport, hotels and resorts. We are pleased to be able to offer our customers JCB’s high quality services, and we are looking forward to working with JCB on challenging future developments such as the smart card railway card.”



JCB is providing issuing services for the Odakyu Point JCB Card and the Odakyu Point Credit Card, house card for the Odakyu Group, covering application screening, card issuing, transaction authorization, customer billing, point services, customer call center support services and credit management. OCC will continue to perform its own cardmember recruitment. All 300,000 Odakyu Department Store cardholders have been introduced to the new Odakyu JCB Card, and card issuance started in April.

JCB and JCB Hokkaido Bring International Tourists to Japan’s Sapporo Snow Festival

The JCB Sapporo Snow Festival Campaign was held in conjunction with the 55th Sapporo Snow Festival from 5 February through 11 February in 2004 in Sapporo City, Hokkaido, following the successful JCB Akihabara 10% Cash Back Campaign and Home Electronics Festival, which also targeted increasing international visitors and sales in Japan.

In Sapporo, there were three special JCB Sapporo Snow Festival Plazas located on the festival grounds offering customers service in English, Chinese and Korean – in addition to Japanese – as well as a lounge and free hot beverages. Visitors bringing their JCB card receipts received one chance in a lottery of assorted prizes for every 10,000 yen in card use from February 1 through February 11.

Other premiums included a free gourmet map of Sapporo in Chinese with information on the festival and JCB merchants offering special discounts, and a 5% discount on JCB card purchases at cooperating retailers such as Marui-Imai. All these special benefits were available to

any JCB cardmember, from Japan or abroad.

Taiwan, with one of the largest JCB cardmember bases outside of Japan, was a primary target of the Sapporo Snow Festival Campaign, with active promotion through newspaper advertising, direct contact via travel agencies offering packages to Japan, and local card issuer channels. Snow is rare in Taiwan, and Hokkaido’s winter is especially attractive, with more than 20,000 visitors from Taiwan visiting the Sapporo Snow Festival each year. New cardmembers in Taiwan were also eligible to enter a lottery on the JCB International Taiwan web site for a chance to win one of 500 prizes of Shiroi koibito, Hokkaido’s famous cookies.



JCB Living Plus Card to Help the Household Budget

JCB Living Plus is a new card product offering no annual fees and a loyalty point bonus system to customers in the Kansai area who have the card billed for utilities and other similar monthly payments. Applications for the new card product are being accepted for a limited time only, from 1 July to 31 December 2004.

The JCB Living Plus Card is part of JCB’s vision to expand the credit card payment market in Japan, which has traditionally been focused on travel and entertainment expenses and high-ticket purchases, by targeting daily living expenses that are now usually paid in cash or by bank transfer. Electricity, gas, telephone and internet provider service charges are prime candidates, followed by the smaller amount payment market including convenience and grocery store purchases, public transport fares and medical service payments.

“We have chosen Kansai to conduct this trial, as this is an area where

the infrastructure for credit card payment for public utilities is well established, but where credit card usage by consumers is low compared to other areas in Japan. So it presents an exceptional business opportunity to expand the market”, said Mr. Manabu Fujitsuka, Supervisor of Membership Recruitment & Promotion Department at JCB.

The JCB Living Plus Card packages payment options for Kansai Electric Power and Osaka Gas along with major telecommunications service providers including NTT DoCoMo and KDDI, and pay-TV providers WOWOW and Sky Perfect TV. JCB has established a dedicated customer support unit, the Living Support Desk, to help customers with the process of converting these expenses to credit card payment.



JCB Emerging Technology

J/Smart™ & J/Secure™

Steady Progress of J/Smart™ & J/Secure™

JCB is making steady progress in promoting the J/Smart™ EMV program and the J/Secure™ 3-D Secure program as part of JCB's proactive approach to integrating advanced technologies in the payment industry.

Since first launching J/Smart in 1999, JCB has seen cross-border J/Smart transactions worldwide, including in the UK, France, Switzerland, Ireland, US, Mexico, Taiwan and Japan. Recently there have been cross-border J/Smart transactions by Barclay Merchant Services in the UK, and Siam Commercial Bank and Bangkok Bank in Thailand. Cross-border transactions in Turkey, Sweden and Malaysia and other countries will soon follow.



On the issuing side, currently more than 10 million J/Smart cards have been issued globally. In April 2004, E. Sun Bank in Taiwan started issuing Wacoal smart cards. This J/Smart card is equipped with a loyalty program

application good at over 200 Wacoal merchants in Taiwan, and marked the first card with a loyalty program for the National Credit Card Center (NCCC), Taiwan's leading card processing center. BC Card and LG Card in Korea have already set up their J/Smart issuing

infrastructure, and have a project in the works to start issuing J/Smart card within this year.



To provide a higher level of security for the online payment environment, JCB rolled out its new Internet authentication program, J/Secure in April 2004. In the first six months after the launch, there have been J/Secure program implementations in a number of countries including the US, China, Korea and Japan. In order for JCB issuer and acquirer partners to have a range of choice in technology to promote their J/Secure program, JCB has carried on J/Secure compliance testing of access control server (ACS) and merchant server plug-in (MPI) products. A comprehensive list of compliant products is available on the JCB Global Website at <http://www.jcb-global.com/english/>. The website also provides specification download service and the J/Secure logo to J/Secure program partners.

Continuing to strengthen its position in the payment and advanced technology arena, JCB is strongly committed to establishing the J/Smart and J/Secure infrastructure not only to prevent fraud losses, but also to provide multiple services by leveraging emerging technologies such as dual interface card, mobile and biometrics. JCB is working closely with solutions vendors and preparing a range of products and solutions so our partners can add new value and services to their existing products.

Offica Watch™

The Offica Watch: JCB and Casio Contactless Solution

JCB implemented a 2-month site trial of its new wristwatch Offica corporate solution starting in June 2004. The Offica Watch, developed in cooperation with Casio, includes employee ID, access control and cashless payment functions. Twenty-five JCB employees used the Offica Watch instead of the Offica card to access the JCB tower in central Tokyo, make purchases at company restaurants and stores, and carry out a variety of administrative functions.

The watch is convenient and user-friendly, as wearers don't have to take anything out of their pocket or purse to open a door or pay for coffee. This has particular advantages in environments such as hospitals, manufacturing plants or amusement parks where people should be hands-free and not have to carry a lot of things around.

The introduction of a wristwatch-based solution incorporating a suite of contactless chip functions is a first for Japan, and follows the trial of JCB's innovative Mobile Offica. Mobile Offica is a mobile phone based corporate solution offered in cooperation with NTT DoCoMo at the beginning of 2004. Both Mobile Offica and the new Offica Watch utilize the FeliCa (Sony Corporation registered trademark) contactless interface chip.

The corporate environment, with a limited range of equipment and infrastructure, allows for faster, easier implementation of chip-based information and payment technology in media such as Mobile Offica and Offica Watch. JCB is committed to developing solutions that provide superior functionality via the most suitable media - conventional plastic cards, mobile phones, key chain tokens or PDAs.



JCB's Offica solution offers corporations a diverse and flexible menu of functions including access control, network authentication, employee identification and attendance tracking, and cashless purchasing at the office. A major advance over conventional, prepaid applications, Offica's postpay function links to the employee's own JCB brand credit card.



Contactless Credit Card

Fast Cashless Payment at METI Employee Canteens

JCB's six-month pilot project at Japan's Ministry of Economy, Trade and Industry (METI) for JCB contactless credit cards began on 29 March 2004. The e-METI JCB Business Card, based on dual interface technology, not only allowed employees to pay at canteens throughout the government agency's facilities, but could also be used as a regular credit card at any store or merchant accepting JCB. This pilot marked a first for the introduction of contactless technology to regular international credit card payment in Japan, where payment access was realized with both contact and contactless interface through the dual interface chip card.

The contactless interface allows payment by simply holding the card near the surface of a card reader, so that the customer does not have to hand the card over to a store employee to process payment. The contactless technology was developed in cooperation with Dai Nippon Printing Co., Ltd. and Matsushita Electric Industrial Co., Ltd.

The e-METI JCB Business Card incorporated JCB's DualPlus™ dual interface technology, which complies with ISO/IEC 14443 Type B standards for contactless applications and is also equipped with the contact interface EMV-standard credit application J/Smart™. This provides increased security, and in conjunction with public key data authentication reduces the risk of fraudulent alteration of financial data.

JCB's payment solutions, including the e-METI JCB Business Card, will continue to offer a technological edge that enhance security and convenience in the international credit card payment system.



QUICPay™

JCB and AEON Contactless Payment Solution QUICPay for Cards and NTT DoCoMo's i-mode FeliCa Service

JCB and AEON have developed the QUICPay™ payment solution for cards with contactless IC chips. The QUICPay service is also compatible with NTT DoCoMo smart-card handsets with i-mode® FeliCa® mobile wallet service.

QUICPay ("Quick and Useful IC Payment") offers simple and speedy offline payment service. By simply applying for this service, part of the customer's existing credit limit is assigned to a specific contactless IC chip, which may be embedded in a plastic card, or incorporated in the customer's i-mode FeliCa Service compatible mobile phone.

As the QUICPay amount is billed to the customer's existing credit card, the new application lets customers continue to enjoy their credit card loyalty point and mileage benefits. While users of prepaid cards must track the remaining value and take the time to reload it with cash, with QUICPay, they can increase the credit line amount during a payment transaction at any service-supported store.

QUICPay's most prominent advantage is the significant reduction of throughput speed compared to the conventional cash payment, as transaction times of less than one second are standard for offline processing and no signature is needed. Consequently, QUICPay is suited to merchants such as supermarkets and convenience stores where promptness is appreciated.

"JCB's goal is to increase user-friendliness and at the same time maintain healthy growth in the credit industry. We believe that QUICPay benefits not only consumers, but merchants and card companies as well", said Atsushi Gondo, Executive Officer at JCB. "And even more exciting is the added entertainment value for customers who use QUICPay with their mobile phone – the visual and communication elements make this payment system fun as well as user-friendly."

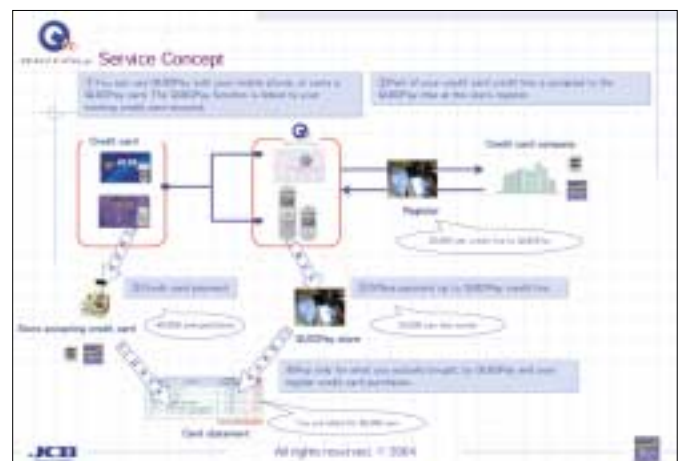
In the future JCB and AEON plan to invite other credit card companies to participate in QUICPay in cooperation with NTT DoCoMo's i-mode FeliCa Service.



JCB was an early leader in the implementation of contactless payment systems, starting with a system for the Megaweb theme park in Odaiba offering visitors the choice of prepay or postpay by JCB card, while recent innovations have included participation in the preview of the i-mode FeliCa Service in March 2003, the e-METI JCB Business Card for employee purchases at METI canteens, and technological advances such as the DualPlus™ interface providing contact and contactless interface to a single chip. Contactless postpayment is also an integral part of JCB's Offica™ and Mobile Offica multifunction corporate solutions, currently in use by 10 companies within Japan.

i-mode is a trademark or registered trademark of NTT DoCoMo, Inc. in Japan and other countries.

FeliCa is a registered trademark of Sony Corporation.



The 9th JCB World Conference will be held in Kyoto, Japan

The 9th JCB World Conference will be held at the Westin Miyako Hotel located in Kyoto, well known as the heart of Japan, from 18 to 20 October in 2004. JCB will be welcoming our worldwide partners to share our 20 years of development and significant milestones along the way. Kyoto is Japan's third largest city and one of the oldest, with a golden age from its founding in 794 until 1185 as the home to the imperial court during its height. Kyoto boasts many important cultural landmarks and historical sites.

The biannual JCB World Conference provides an excellent opportunity to deepen mutual understanding and to promote cooperation among JCB partners from around the world. JCB has invited representatives

from 430 of its partners to gather together for this conference, to meet their counterparts and share an overview of JCB global strategy.

The theme of this year's conference is "Next-generation solutions offered by JCB as global partner". We at JCB hope that as a valued JCB partner you will join us in participating in this event, as well as to enjoy the allure and tradition of Kyoto. We are looking forward to seeing you at the conference.



Kiyomizu Temple in late fall

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● JCB International (Taiwan) Co., Ltd.

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Fax: 886(2)2511-3795

● JCB International Co., Ltd.

Jakarta Representative Office

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Fax: 62(21)3193-6846

● JCB International Co., Ltd.

Kuala Lumpur Representative Office

Malaysia

Tel: 60(3)2143-0040

Fax: 60(3)2143-0045

● JCB International Co., Ltd.

Manila Representative Office

Philippines

Tel: 63(2)845-3475

Fax: 63(2)845-3479

Europe

● JCB International (Europe) Limited

Dockland Main Office

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● JCB International (Europe) Limited

Conduit Office

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Fax: 44(20)7409-7072

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Paris, France

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Fax: 33 1 42 44 10 99

● JCB International (Italy) S.p.A

Rome, Italy

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Fax: 39(06)482-8876

● JCB International (Deutschland) GmbH

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Tel: 49(69)292057

Fax: 49(69)283981

● JCB International Co., Ltd.

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Spain

Tel: 34(91)540-0911

Fax: 34(91)559-3171

● JCB International (Austria) GmbH

Wien, Austria

Tel: 43(1)587-7626

Fax: 43(1)587-9938

● JCB International Co., Ltd.

Geneva Representative Office

Switzerland

Tel: 41(22)732-6247

Fax: 41(22)732-6248

● JCB International Co., Ltd.

Amsterdam Branch

Netherlands

Tel: 31(20)575-2540

Fax: 31(20)575-2541

North America

● JCB International Credit Card Co., Ltd.

Head Office, U.S.A

Tel: 1(213)629-8111

Fax: 1(213)629-3745

● JCB International Credit Card Co., Ltd.

Los Angeles Branch, U.S.A

Tel: 1(323)817-6340

Fax: 1(323)817-6349

● JCB International Credit Card Co., Ltd.

Chicago Branch, U.S.A

Tel: 1(312)222-1353

Fax: 1(312)222-1357

● JCB International Credit Card Co., Ltd.

New York Branch, U.S.A

Tel: 1(212)651-8001

Fax: 1(212)651-8027

● JCB International Credit Card Co., Ltd.

Honolulu Branch, U.S.A

Tel: 1(808)971-8111

Fax: 1(808)971-8121

● JCB International Credit Card Co., Ltd.

San Francisco, U.S.A

Tel: 1(415)956-4229

Fax: 1(415)956-4341

● JCB International (Micronesia) Ltd.

Guam, U.S.A

Tel: 1(671)646-0993

Fax: 1(671)646-0994

● JCB International (Canada) Ltd.

Vancouver, Canada

Tel: 1(604)689-8110

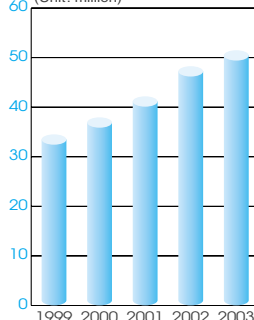
Fax: 1(604)689-8101

as of March 2004

Corporate Statistics

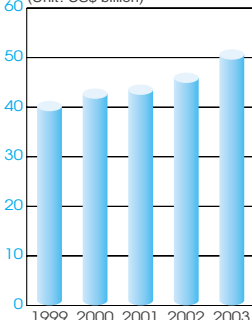
JCB Cardmembers

(Unit: million)



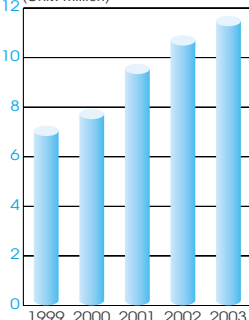
JCB Annual Sales Volume

(Unit: US\$ billion)



JCB Merchant Network

(Unit: million)



Key Statistics

(as of March 2004)

- Annual Sales Volume: ¥5.69 trillion (approx. US\$ 51.8 billion)*
- Cardmembers: 51.62 million
- Merchant Outlets: 11.71 million
- Countries/territories where JCB is accepted: 189

*Annual sales volume is for April 2003 thru March 2004. Figures based on average 2003 exchange rate of 1US\$=¥110