

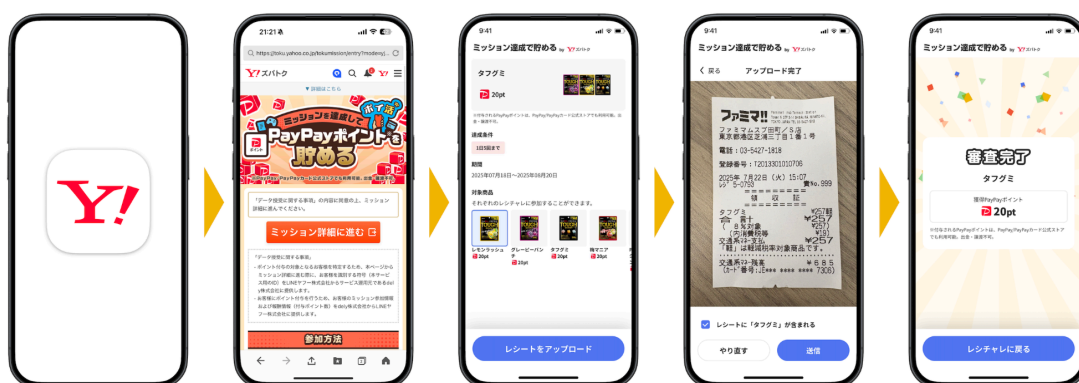
August 29, 2025

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dely inc. Strengthens Partnership with LY Corporation
– Kurashiru Retail Network Now Available through the Yahoo! JAPAN App

dely inc. (Headquarters: Minato-ku, Tokyo; CEO: Yusuke Horie; hereinafter “dely”) announced that it began implementing its guaranteed-purchase retail media network service, **Kurashiru Retail Network**, on August 4, 2025, on *Yahoo! Zubatoku*, the service operated by LY Corporation (Headquarters: Chiyoda-ku, Tokyo; President and CEO: Takeshi Idezawa; hereinafter “LY”), which aggregates promotional campaigns and lottery-style offers. The service is also available through the Yahoo! JAPAN app.

The **Kurashiru Retail Network** is a purchase-based retail media platform operated by dely, which centrally manages promotional campaigns from manufacturers and retailers, and distributes them seamlessly across a range of partner consumer-facing applications.



Through this initiative, users can access Kurashiru Reward’s “Purchase-based offers” function via *Yahoo! Zubatoku* in the Yahoo! JAPAN app, enabling them to earn PayPay Points by submitting shopping receipts. For consumer packaged goods (CPG) brands and retailers, this provides expanded opportunities to reach an even broader user base by leveraging the Yahoo! JAPAN app, one of Japan’s most widely used platforms.

Key Highlights of the Initiative

For advertisers and retailers

- Enables centralized promotional activities across multiple channels.
- Provides end-to-end support from brand awareness to actual purchasing behavior through the Yahoo! JAPAN app, which has a broad user base.

For media companies operating apps

- Enhances user experience while simultaneously expanding monetization opportunities for *Yahoo! Zubatoku*.

For consumers

- By using the “Purchase-based offers” function through *Yahoo! Zubatoku*, consumers can earn PayPay Points from everyday shopping.
- Provides household savings benefits with promotions primarily at supermarkets, drugstores, and other daily-use retailers.

Future Outlook

Through this partnership with LY Corporation, dely will further expand the Kurashiru Retail Network, continuously delivering new value to CPG brands, retailers, and media partners, while also delivering sustainable growth opportunities to our investors.

Company Information

LY Corporation

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