
NEWS RELEASE

Digital Garage Launches Service Enabling Third-Party Payments via GameWith

Offering a One-Stop Solution for Media, Marketing, and Payments to App Developers

- Digital Garage, Inc. (Digital Garage) launches a service enabling third-party payments via GameWith, Japan's one of largest gaming media platform, under a strategic partnership ^(*1) with GameWith, Inc. (GameWith).
- This service allows app users to purchase virtual items more conveniently while providing app developers with a new avenue for attracting users through the GameWith platform.

*1 Reference: News release <https://www.garage.co.jp/en/pr/release/2024092502/> (September 25, 2024)



This service enables Digital Garage to provide a one-stop solution that combines third-party payment capabilities within media platforms, leveraging its established marketing solutions. This contributes to increased revenue, improved profit margins, and enhanced operational efficiency for app developers. By creating an environment where app developers can focus on their core business value, while also providing users with a seamless purchasing experience, the service aims to build a new ecosystem that fosters growth across the entire industry.

Moreover, Digital Garage Group has established the group strategy "DG FinTech Shift," which integrates payments, data, and technology to contribute to the business growth of a wide range of companies amidst significant changes in social and industrial structures. This initiative is part of that broader strategy.

■ Social context of the service

In June 2024, the "Act on Promotion of Competition for Specified Smartphone Software" was enacted, marking a significant turning point for innovation in the mobile gaming and app market.

Digital Garage officially launched its third-party payment service, "AppPay," in June 2024, coinciding with the "Act on Promotion of Competition for Specified Smartphone Software," and has been steadily increasing the number of titles adopting the service. Additionally, Digital Garage is collaborating with game developers to raise awareness of third-party payment services and drive further market growth.

NEWS RELEASE**■About “AppPay” service**

“AppPay” is the first online marketplace service in Japan^(*2) that provides a payment system, CMS generation, customer support, and marketing, enabling users to purchase digital content from numerous apps outside the apps.

This service enables app providers to introduce a third-party payment system without the time and costs of system development and web page creation. Moreover, the low payment fees also lead to a significant reduction in app store payment fees that must be paid by the business owners. Users can use multiple payment methods, including credit cards, simply by registering with “AppPay,” enabling them to pay for a variety of applications easily.

The payment system for “AppPay” utilizes the payment services provided by DG Financial Technology, a group company. With a robust, stable, and high-speed infrastructure handling over 6.2 trillion yen in annual transaction volume, the system supports the “DG FinTech Shift” initiative while accelerating innovation in the smartphone industry.

*2: As of June 3, 2024, according to our research, we are the first domestic provider of a marketplace for game items.

▽For inquiries from game companies and application businesses

app-pay@garage.co.jp

▽“AppPay” website (only in Japanese)

<https://app-pay.jp/>

■Strategic Partnership

Digital Garage and GameWith entered into a basic agreement in September 2024 for a strategic partnership to jointly promote the adoption of third-party payment services, aiming to benefit users and game developers alike. By leveraging the synergy between “AppPay,” Digital Garage’s third-party payment service, and GameWith’s gaming media platform, one of the largest in Japan, the partnership seeks to create new revenue models for the gaming industry while enhancing convenience and delivering value to a broad range of users.

■About Digital Garage, Inc

N a m e : Digital Garage, Inc. (<https://www.garage.co.jp/en/>)

Representative: Kaoru Hayashi, Representative Director, President Executive Officer and Group CEO

Head office address: DG Bldg., 3-5-7 Ebisu Minami, Shibuya-ku, Tokyo

Shibuya PARCO DG Bldg., 15-1 Udagawa-cho, Shibuya-ku, Tokyo

Date founded: August 1995

B u s i n e s s : Digital Garage’s corporate purpose is “Designing ‘New Context’ for a sustainable society with technology.” Digital Garage operates a payment business that provides one of the largest comprehensive payment platforms in Japan. In addition, DG has a marketing business that provides one-stop solutions in the digital and real world, and a startup investment and development business that reaches out to promising startups and technologies in Japan and overseas.

■About GameWith, Inc.

N a m e : GameWith, Inc. (<https://gamewith.co.jp/>)

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Representative: Takuya Imaizumi, Representative and President

Head office address: 4th Floor, Sumitomo Realty & Development Azabu Juban Building, 1-4-1 Mita, Minato-ku, Tokyo

Date founded: June 2013

B u s i n e s s : Under the mission of "Create a more enjoyable gaming experience," GameWith operates media services that provide game strategy and introduction information. It also manages e-sports and entertainment businesses, offering e-sports-related services and exclusive creator management. Additionally, the company is expanding into new areas, including NFT games and fiber-optic internet services. GameWith continues to develop various game-related businesses with the goal of becoming a global gaming infrastructure leader.

* The name and logo of GameWith are registered trademarks or trademarks of GameWith, Inc. in Japan and other countries.