July 17, 2025
Digital Garage, Inc.
DG Financial Technology, Inc.

Digital Garage Group

NEWS RELEASE

DGFT Implements its "Cloud Pay" QR Code Payment Service in Payment Terminals for Automatic Service Machines Installed by Nayax in the Japanese Market

Accelerating the Expansion of “Cloud Pay” Across the Japanese Automatic Service Machines Market, Including Vending Machines, Amusement Machines, and Coin-Operated Laundromats

- **DG Financial Technology, Inc. (HQ: Tokyo; Representative Director, President and Co-COO: Hiroshi Shino; “DGFT”), a subsidiary of Digital Garage, Inc. that is engaged in the payment business, announces that its unified QR code payment solution “Cloud Pay” has been adopted for use in “VPOS”series, a payment terminal for automated service machines developed by Nayax Ltd. (CEO: Yair Nechmad; “Nayax”), a provider with an overwhelming global presence, having deployed more than 1.3 million cashless payment and IoT solutions worldwide.**

DGFT DG Financial Technology

Nayax

Nayax plans to expand the number of machines equipped with “VPOS” series to vending machines, amusement machines, laundromats, and other automated service machines, and this will facilitate QR code payments for the 8 brands[*1] of "Cloud Pay" to be used in the domain of automated service machines and unmanned payments, which are said to have major potential for introducing cashless payment systems.

*1 Supports PayPay / au PAY / d PAY® / Rakuten Pay / Merpay / J-Coin Pay / Alipay+ / WeChat Pay, with more brands to be added in the future.



Image of Automated Service Machines Equipped with VPOS Series

■Background

The cashless payment ratio in Japan has increased steadily, achieving the government target of "40% ratio of

Contact: Public Relations, Marketing Department, Sales Division, DG Business Technology, Inc. Email: pr@dgbt.jp

cashless payments" by 2025 a year ahead of schedule. Of these, QR code payments accounted for 9.6% (2024), a share that comes second only to credit cards[*2].

Meanwhile, in the market for automatic service machines such as vending machines, self-service lockers, ticket vending machines, crane game machines, and laundromats, there is a growing emphasis on profitability and value available per machine, with more demand for cashless operations and more efficient operations[*3], as well as a transformation to a business model that utilizes data.
DGFT is also expanding its "Cloud Pay" series with the aim of improving the end-user purchasing experience, expanding sales and reducing operating costs for businesses, and contributing to marketing measures with the expansion of its payment services centered on QR code payments.

In light of this, Nayax is now expanding at a faster pace in the Japanese market, and DGFT is looking to expand the usage scenarios of "Cloud Pay" and create a competitive edge in the automatic service machine market with greater uptake of payment terminals equipped with "Cloud Pay through this initiative.

*2 "2024 Ratio of Cashless Payment Among the Total Amount Paid by Consumers Calculated," March 31, 2025, Ministry of Economy, Trade and Industry
*3 "Research on the Vending Machine Market (2023)" November 22, 2023 press release, Yano Research Institute Ltd.

■Comment

<Hiroshi Shino, President and Co-COO, DG Financial Technology, Inc.>

DGFT provides payment solutions that are an essential part of social infrastructure. While many automated service machines in Japan are still in the process of becoming cashless, we see this as a market with significant growth potential for our solutions. With Nayax accelerating its expansion in the Japanese market, we aim to contribute to the business growth of a wider range of operators and promote a more convenient and secure payment environment for consumers through our collaboration.

<Yair Nechmad, CEO, Nayax Ltd.>

Although cashless payments are rapidly spreading in Japan, there remains considerable room for growth in the automated service machine market. The integration of Cloud Pay has been made possible through the combination of Nayax's global payment technology and our local partner DGFT's expertise in the Japanese market. By making it easier for more operators to implement cashless payments, we aim to enhance convenience for consumers and support the creation of sustainable revenue models.

■About Nayax and "VPOS-Touch"

<About Nayax>

Established in 2005, Nayax started as a cashless payment, IoT service and management solution provider for unattended retail. Thanks to our customer-first mindset, and the ability to develop our offering in-house, the company has evolved into an award-winning payment and merchant account powerhouse.
Nayax offers a complete solution including localized cashless payment acceptance, management suite, and loyalty tools, enabling merchants to conduct commerce anywhere, at any time. With foundations and global leadership in serving unattended retail, Nayax has transformed into a comprehensive solution focused on our customers' growth across multiple channels. As of March 31, 2025, Nayax has 11 global offices, approximately

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1,100 employees, connections to more than 80 merchant acquirers and payment method integrations and globally recognized as a payment facilitator. Nayax's mission is to improve our customers' revenue potential and operational efficiency. For more information, please visit www.nayax.com.

<What are "VPOS-Touch" payment terminals for automated service machines>

These are Nayax's global payment terminals for automated service machines, which have also been localized for the Japanese market, and supports various payment methods. The terminals are easy to introduce, with pricing that is about half the industry average, and sales that can be aggregated.

・ Supported payment methods: credit cards, e-money, QR code payments, employee ID card payments, private brand prepaid cards, WalletApp

・ Connection protocols: JVMA, MDB, Pulse, Windows, Android, iOS, WebAPI, and other standards

■Future Developments

Nayax and DGFT share a long-term vision for the launch of the next-generation all-in-one terminal "VPOS Media 4." Scheduled for release in 2026, VPOS Media 4 is a smart, compact terminal integrating payment, operations and customer engagement, and is available for use in a variety of industries and businesses. More than just a payment terminal, it is a future-oriented solution for developing strong relationships with consumers and more sophisticated monetization.

The Digital Garage Group aims to increase the rate of cashless transactions throughout the entire automated service machine market and create new user experiences and business models that utilize data, while contributing to improving operational efficiency and expanding sales across a wide range of businesses, from SMEs to enterprises by providing a variety of payment solutions. The Digital Garage group will also contribute to achieving a safe, secure and convenient cashless society for end users.

■Exhibit Details

"VPOS-Touch" and the next-generation "VPOS-Media" equipped with "Cloud Pay" will be available to test out at the "4th Store & EC DXPO Tokyo '25 [Summer]" exhibition in August. They will be on show at the Nayax booth, so drop in and check them out.

<Overview>
4th Store & EC DXPO Tokyo '25 [Summer]
Dates: August 21 (Thur) and 22 (Fri), 2025
Location: Tokyo Big Sight, West Halls 1 & 2 /Booth 4-30
For more information: https://dxpo.jp/real/fox/tokyo/store/ (Only in Japanese)

■Company Profile

Name: DG Financial Technology, Inc.
Representative: Representative Director, President and Co-COO, Executive Officer and SEVP Hiroshi Shino
Head office: DG Bldg. 3-5-7 Ebisu Minami, Shibuya-ku, Tokyo
Date founded: April 1997
Business: DGFT provides a various cashless payment solution such as credit card, QR code, and others to more than 1 million online and offline locations of merchants across Japan. In addition to the payment service provider business, DGFT also provides e-commerce infrastructure, marketing tools, fraud detection solutions, and other services in collaboration with the Digital Garage Group and strategic partners to support various businesses in

Contact: Public Relations, Marketing Department, Sales Division, DG Business Technology, Inc. Email: pr@dgbt.jp

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their efforts to go cashless and promote DX.

Registrations:

・Registered as an electronic payment agency or intermediary
・Registered fund transfer operator
・Registered business operator for handling credit card numbers and similar data

URL: https://www.dgft.jp/

Name: Digital Garage, Inc.
Representative: Representative Director, President Executive Officer and Group CEO Kaoru Hayashi
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
Business: 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, Digital Garage 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.
URL: https://www.garage.co.jp/en/

*Company names, product names, service names, and other names mentioned herein are the registered trademarks or trademarks of the respective companies.

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