

15 September 2021

Free Smartphone APP “MUJI passport” Launched in Malaysia



MUJI (MALAYSIA) SDN. BHD. (Kuala Lumpur, Malaysia; Representative: Katsushi Onishi) of the Ryohin Keikaku Group (Toshima-ku, Tokyo; President & Representative Director: Nobuo Domae) has launched the Malaysian version of free smartphone application “MUJI passport” on September 8, 2021. This applications allows users to earn shopping miles when shopped at MUJI stores in Malaysia.

Launched in May 2013 in Japan, “MUJI passport” has been downloaded more than 24.5 million times ^{(*)2} to date in Japan, and what’s more, the overseas versions of the application (available in Mainland China, Taiwan, Korea, Hong Kong, India, Finland and Vietnam) have gained a total of over 34.7 million*2 downloads.

The Malaysian version “MUJI passport” is an application that not only allows users to earn "MUJI Miles", but also distributes information about MUJI products and stores through the communication tool “from MUJI”. With these functions, we aim to serve the local customers who shop at MUJI stores in Malaysia and expand the number of MUJI fans.

*1. Local time

*2. As of end of August 2021

■About the smartphone application "MUJI passport" (Malaysia version)

"MUJI Passport" is an application that allows the members to receive the latest information on MUJI products and stores, and also to earn "MUJI miles (*3)" by presenting the application itself upon payment as a membership card when shopping or by checking-in in MUJI stores.

The members will also regularly receive exclusive vouchers to use at MUJI stores. Furthermore, they can search about MUJI products or MUJI stores on the application.

*3. The MUJI Mile is a service that allows the members to earn "MUJI miles" the more they experience MUJI.

[Applicable Stores]

All MUJI stores in Malaysia

[Main Functions]

- Latest information (from MUJI)
- Store search
- Store check-in
- MUJI Mile service
- Voucher display
- Product search, and more.

Access here for downloading MUJI passport (Malaysia version) *Free (Available only in Malaysia)

iOS : <https://apps.apple.com/my/app/id1577137345?mt=8>

Android : <https://play.google.com/store/apps/details?id=net.muji.passport.android.my>

What is MUJI passport?

<https://www.muji.com/my/passport/>

We will continue to introduce this application in other countries and regions where there are MUJI stores. We aim for providing the same level of service and experience to all MUJI customers.

Please contact here for media enquiries: rk-pr@muji.co.jp

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