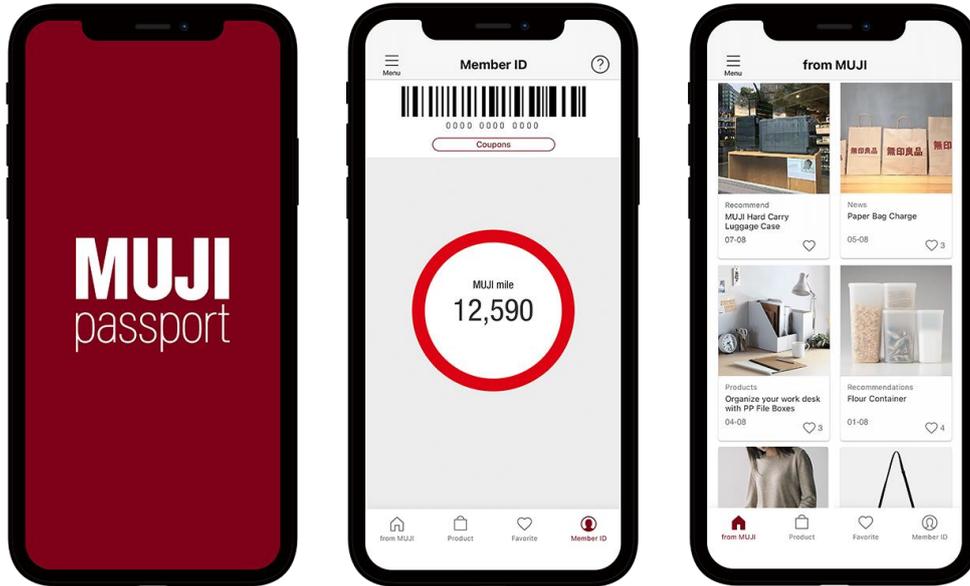


8 October 2021

## Free Smartphone APP “MUJI passport” Launched in the U.S.A.



MUJI U.S.A. Limited. (New York; Representative: Taku Hareyama) of the Ryohin Keikaku Group (Toshima-ku, Tokyo; President & Representative Director: Nobuo Domaе) has launched the U.S. version of free smartphone application “MUJI passport” on July 27, 2021. This application allows users to earn shopping miles when shopped at MUJI stores in the U.S.A.

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

The U.S. 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 the U.S.A and expand the number of MUJI fans.

\*1. Local time

\*2. As of end of August 2021

### ■About the smartphone application "MUJI passport" (U.S. 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 and dining or by checking-in in MUJI stores.

The members will also periodically receive exclusive vouchers to use at MUJI stores or to join various events. Furthermore, they can use the application to check information about MUJI online store or search for MUJI stores.

\*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 the U.S.A

**[Main Functions]**

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

**Access here for downloading MUJI passport (The U.S. version)**

\*Free (Available only in the U.S.A)

iOS: <https://apps.apple.com/us/app/muji-passport-us/id1561308361>

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

**What is MUJI passport?**

<https://www.muji.com/us/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](mailto:rk-pr@muji.co.jp)

PR & ESG Division, Ryohin Keikaku Co., Ltd.