

【Dear colleagues】

 Net Protections  
November 13, 2023

Net Protections Holdings, Inc.

## **atone Is Now Integrated with CAFIS Pitt, a Mobile Payment Platform**

**Net Protections and NTT Data start joint promotion of In-house Payment**



Net Protections, Inc. (headquartered in Chiyoda-ku, Tokyo; CEO: Shin Shibata; “Net Protections”) is pleased to announce that its Buy Now Pay Later (BNPL) service, atone has been integrated with CAFIS Pitt, a mobile payment platform provided by NTT Data, Inc. (headquartered in Koto-ku, Tokyo; CEO: Yutaka Sasaki; “NTT Data”).

### **■Background of the integration**

The number of non-financial companies that provide in-house payment services is increasing recently. These services provide cashless payment options that accommodate users’ needs. For example, customers can pay through a linked bank account or credit card, or by adding funds.

In-house payment simplifies users’ shopping experience as it allows them to complete membership verification, coupon management, and payment in a single app. For businesses, the app will attract repeat customers by offering coupons and points and also by reducing the payment time in store through cashless payments.

With the integration of atone and CAFIS Pitt, BNPL is now available in addition to credit cards, wire-transfer and prepaid cards. New users also can easily use atone with email address and phone number only.

## ■Future Developments

Both atone and CAFIS Pitt will begin a joint promotion of their services. It will target several companies, including those already using CAFIS Pitt. In order to increase the number of atone users, businesses where customers frequently shop such as department stores, supermarkets and apparel stores will be the main focus. atone will continue to aim to become a more familiar payment solution for everyone.

## ■About atone

atone is a mobile-optimized BNPL service for both online and offline stores. Users can make purchases immediately and pay later without registering a bank account, credit card, or adding funds. On the other hand, atone merchants can prevent cart abandonment which customers leave the site without completing their purchase. In offline stores, atone can contribute to cashless without losing customers who own credit cards but do not use them. The reward points program makes new acquisition and repeat purchases much easier. For more information about atone: <https://atone.be/> (Japanese only)

## ■About CAFIS Pitt

CAFIS Pitt is a payment platform that builds payment features into businesses' smartphone apps, allowing them to run their own smartphone payment services. From customer acquisition to payment, businesses can provide a seamless shopping experience to their customers by linking their app with CAFIS Pitt. In addition to credit cards, wire transfer, and prepaid cards, BNPL is now available thanks to the integration with atone.

For more information about CAFIS Pitt: [https://www.nttdata.com/jp/ja/lineup/cafis\\_pitt/](https://www.nttdata.com/jp/ja/lineup/cafis_pitt/)

## ■Overview of Net Protections, Inc.

Company Name: Net Protections, Inc.

Representative: Shin Shibata, CEO

Website: <https://corp.netprotections.com/>

Business description: Provision of Buy Now Pay Later (BNPL) services

Founded: January, 2000

Capital: JPY 100 million

Head Office: Sumitomo Fudosan Kojimachi First Building 5th Floor, 4-2-6 Kojimachi,  
Chiyoda-ku, Tokyo 102-0083, Japan

### ■Overview of NTT DATA, Inc.

Company Name: NTT DATA Corporation

Representative: Yutaka Sasaki, CEO

Website: <https://www.nttdata.com/global/en/>

Business description: Information processing, information and communication related services, etc.

Founded: Nov, 2022

Capital: JPY 500 million

Head Office: Toyosu Center Building, 3-3-3 Toyosu, Koto-ku, Tokyo 135-6033, Japan

### ■Direct any inquiries regarding this release to

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