

Initiatives for Expo 2025

SMBC Group is a Platinum Partner for Cashless Payments at Expo 2025

The Osaka-Kansai area is a core market for SMBC Group. In April 2021, Sumitomo Mitsui Banking Corporation established the Kansai Growth Strategy Department, committing to regional development and solving social challenges through major projects centered around Expo 2025.

Recognizing Japan's strong preference for cash and the resulting high costs of cash handling as a social issue, SMBC Group became a Platinum Partner of the Osaka-Kansai Expo's cashless payment initiative, "MYAKU-PEI," in October 2023 with the aim of using the Expo as a catalyst to promote cashless transactions.

● Supporting the World's First Fully Cashless Expo

Expo 2025 is the first World Expo to go fully cashless. SMBC Group is supporting this ambitious goal by supplying approximately 1,350 stera terminals and stera mobile devices, comprehensive point-of-sale terminals that support nearly 70 types of domestic and international cashless payment methods. In addition, these terminals also offer facial recognition payment experiences for eligible ticket holders and users of the Expo's original electronic payment service, "MYAKU-PEI."



Each terminal
supports 70 types
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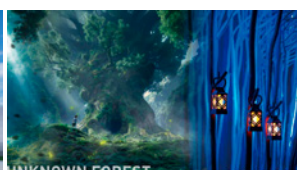
● "MYAKU-PEI!" —Expo 2025's original electronic payment service

SMBC Group developed and is providing the original Expo electronic payment service, "MYAKU-PEI!"

As users make purchases with "MYAKU-PEI," their membership status can increase, unlocking access to special perks such as priority pavilion entry and commemorative gifts. To support this experience, SMBC Group has developed the platform for the "MYAKU-MYAKU Rewards Program," which also contributes to making it enjoyable to use "MYAKU-PEI!"



Expo 2025
Official Character
MYAKU-MYAKU
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Beyond its contributions to cashless infrastructure, the SMBC Group is also participating in Expo 2025 through various avenues such as pavilion sponsorships and exhibits. We warmly invite you to visit the Expo.

Sumitomo Pavilion (19 companies from the Sumitomo Group will be exhibiting within the pavilion)