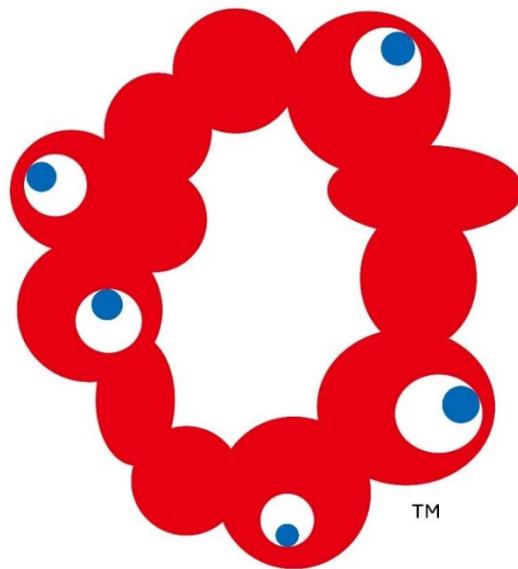


# Guidelines for Cashless Payment and EXPO 2025 Digital Wallet



OSAKA, KANSAI, JAPAN

**EXPO**  
**2025**

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## 1. Definitions of abbreviations, contracted names, and terms

<b>Abbreviation / contracted name</b>	<b>Official name</b>
BIE	The Bureau International des Expositions
ESMS	Event Sustainability Management System
<b>Term</b>	<b>Definition</b>
Convention	The 'Convention Relating to International Exhibitions' signed in Paris on the 22nd of November, 1928, and subsequently amended and supplemented.
The Expo	The International Registered Exhibition, Expo 2025 Osaka, Kansai, Japan, which will be held in Osaka, Japan, from the 13th of April to the 13th of October, 2025.
Registration Dossier	The registration document that was submitted to the BIE General Assembly and approved at the 167th session.
General Regulations	The General Regulations included in Chapter 8 of the Registration Dossier approved at the 167th General Assembly of the BIE.
Special Regulations	The Special Regulations set out in Article 34 of the General Regulations.
Guideline	The guidelines for the Expo issued by the Organiser in relation to items stipulated in the Special Regulations. The Guidelines are intended to assist the Official Participants in all aspects of the preparation and operation of the Expo.
Laws and Regulations	The Convention, the General Regulations, and Special Regulations; the laws of Japan, government ordinances, ministry ordinances, government notifications, and notices; bylaws, regulations and controls of local governments; and supplementary directives, instructions, guidelines issued by the Organiser.
Commissioner General of the Exhibition	The representative of the Government of Japan for the Expo appointed by the Government of Japan pursuant to Article 12 of the Convention.
Organiser	The Japan Association for the 2025 World Exposition, which was designated by the Minister of Economy, Trade and Industry on the 31st of May, 2019 to carry out tasks relating to the preparation and operation of the Expo, in accordance with the 'Act on Special Measures Necessary for Preparing for and Managing of the International Exposition in 2025,' and which was authorised as a public interest incorporated association on the 21st of October, 2019.
Official Participants	The foreign governments and international organisations that have accepted the formal invitation from the Government of Japan to participate in the Expo.

Non-official Participants	Those who were authorised by the Commissioner General of the Exhibition to participate in the Expo outside the sections of the Official Participants.
Concessionaires	Those referred to in Article 35 of the General Regulations, who have been granted by the Organiser rights to engage in commercial activities in the Expo Site.
Participants	Official Participants, Non-official Participants, and Concessionaires.
Expo Site	All areas used and administered by the Organiser as the venue for the operation of the Expo.
Pavilions	Buildings in which the Official Participants and Non-official Participants present their exhibitions, including: Self-Built Pavilions (Type A), Pavilion Modules (Type B) and Shared Pavilions (Type C), as well as any space related to the buildings and spaces that are directly under their control.
Plot	The area of land allocated by the Organiser to the Official Participants and Non-official Participants and administered under their own control to use, in accordance with the Participation Contract.
Official Participant Portal	A web portal that was established to facilitate smooth communication between the Official Participants and the Organiser.
Blockchain	A type of database technology that manages data by unit called a block, links blocks like a chain, and store the data.
Web2	Dynamic web services whose information flow is bidirectional, such as the Internet.
Web3	Distributed web services that utilise blockchain technology.
NFT (Non-Fungible Token)	Non-substitutable digital data recorded on a blockchain.

## 2. Introduction

These Guidelines pertain to payment infrastructure at the Expo Site, in particular, conditions that shall be met when Participants wish to use it and matters related to the administration of the Organiser, as well as the services of the “EXPO 2025 Digital Wallet,” operated by the Organiser in order to accelerate the Expo momentum and effectively enhance the sense of participation in the Expo.

Participants shall not disclose or publish these Guidelines to third parties and shall limit their disclosure to parties that are involved in the operation of the Pavilions, such as service providers and outsourcing companies.

### 2.1 Purpose of these Guidelines

The purposes of these Guidelines are as follows:

- Clarify the operating policy on cashless payment at the Expo Site.
- Explain services relating to the EXPO 2025 Digital Wallet and call for Participants’ support.

Contents provided in these Guidelines are associated with Special Regulation No. 9.

### 2.2 Controls and guides

These Guidelines provide two types of standards, **Guide** and **Control**, as indices for commercial activities. Alphanumeric codes are used to designate Controls and Guides.

**G-00 Guide** indicates items that are preferred and describes what the Organiser expects of or proposes to Participants to ensure alignment with the objectives or purposes of the Expo.

**C-00 Control** indicates items that need to be complied with regardless of their legal enforceability.

### 2.3 Compliance with laws

When operating cashless payment, Participants shall comply with the relevant laws of Japan listed below:

- The Banking Act
- The Payment Services Act
- The Installment Sales Act
- The Act on the Protection of Personal Information

In addition, Participants shall comply with and referred to other guidelines, including these Guidelines, rules, and documents issued by the Organiser, and other relevant laws, standards, etc.

depending on their plan.

### 3. Basic approach to cashless payment at the Expo Site

#### 3.1 Overview

This chapter elaborates on what will be provided by the Organiser to enable Participants to use a cashless payment system at the Expo Site and preparation/measures to be taken by Participants so that they may utilise various types of equipment.

##### 3.1.1 Significance of introducing cashless payment at the Expo Site

In order to accelerate the promotion of cashless Japan, facilities within the Expo Site, such as shops and restaurants, shall fully introduce a cashless payment system and will not accept cash.

By introducing a cashless payment system, we also aim to simplify payment procedures at the concession facilities of Participants, reduce time to check out, prevent the spread of virus with contactless payment, prevent theft as no real money exists at shops, and reduce time and costs to manage cash at each facility.

##### 3.1.2 Basic information (Covered areas)

Areas covered by the cashless payment system are restaurants, goods sales facilities, and other commercial facilities in and around Pavilions.

Please refer to the “Guidelines for Commercial Activities by the Official Participants” for the areas, basic terms and conditions and other matters relating to commercial activities.

##### 3.1.3 Support for visitors

In order to support those who do not have cashless payment instruments available at the Expo Site, such as tourists from overseas countries and students on a school trip, measures such as the sale of prepaid cards will be considered. In addition, as consultation centres, we plan to establish two “Money Plaza” (tentative name) to support visitors from overseas countries to address difficulties relating to the cashless payment system. Money Plaza will provide the following services:

<Prepaid cards, card vending machines, top-up machines>

- Prepaid cards are planned to be sold or distributed at Money Plaza to those who do not have any payment instrument but cash. They may buy the prepaid card via a card vending machine in Money Plaza or other facilities within the Expo Site and may top up the card via a top-up machine. When topping up the prepaid card, only cash in Japanese yen may be used. The

system of this prepaid card is widely used across Japan. Therefore, the balance may be used concession facilities outside the Expo Site.

#### <Services available at Money Plaza>

- Foreign currency exchange machine

Those who only have foreign currencies on them may change them into Japanese yen via the foreign currency exchange machine.

- ATM

Those who run out cash in Japanese yen may withdraw yen from ATMs installed in Money Plaza that accept international credit card brands.

- Other

To provide for cases where cash in Japanese yen is left unutilised, it is planned to install top-up machines that accept Japanese yen to top up foreign e-money.

### 3.2 Basic terms of cashless payment

**C-01** Pursuant to the General Regulations and Special Regulation No. 9 (terms and conditions for the Official Participants to operate restaurants or carry out sales activities), Participants shall use the payment system and payment terminals designated by the Organiser to handle the revenue from their commercial activities and shall not use a payment system unique to them. However, the above is not applicable if a Participant that wishes to use their own unique system submits request to the Organiser who then agrees that such a system is necessary for the Participant to carry out its operations. In any case, cash transaction is not permitted at the Expo Site.

The data registered in the system (the amount of revenue, the time and date of sales, etc.) shall be made available to the Organiser on a daily basis. Participants shall report its business by closing their daily sales at the conclusion of the day. Specific procedures will be presented in a manual issued separately.

#### 3.2.1 Designated payment system

The Organiser will lend payment terminals and POS systems used for payment processing to Participants free of charge. The Organiser will lend the required number of payment terminals and POS registers to a Participant based on the number provided in “Planned number of POS registers” in the “[Form 2] Specifications of Commercial Activities in Section Buildings: Food and Beverage Facilities”/“[Form 3] Specifications of Commercial Activities in Section Buildings: Sales of Goods Facilities” in the “Guidelines for Commercial Activities by the Official Participants.” If a Participant

wishes to use additional terminals, the Organiser may lease them for a fee.

- “stera terminal” (payment terminal)

This is a terminal that is able to handle various domestic/international payment methods. It consists of a customer-facing display and a staff-facing display that may be operated independently. The customer-facing display is bilingual that allows either a Japanese or English notation. It is a stationary terminal whose payment data is linked to the POS systems described below. It is recommended to put the terminal at a height of 70-85 cm above the floor. The specifications of the payment terminal will be presented in a manual issued separately.

As an optional function, Participants may utilize “stera market,” an app marketplace for the Participants, on a chargeable basis. The details will be presented in a manual issued separately.



<Terminal specifications>

- ✓ Weight: 956 g (only for the main body)
- ✓ Size: W: approx. 108 mm (112 mm for some models) x D: approx. 266 mm x H: approx. 100 mm

“stera mobile” (payment terminal)

This is a wireless mobile terminal for situations where a fixed-line network is not available. It is equipped with a wireless communication function using 4G carrier networks (communication charges are payable). When comparing to “stera terminal,” there is a certain limit on functions. For example, the payment data of “stera mobile” cannot be linked to the POS system. The specifications of this terminal will also be presented in a manual issued separately.



<Terminal specifications>

- ✓ Weight: 460 g
- ✓ Size: W78xD175.7xH58 mm

- POS system

The POS system scans barcodes, allows users to select the relevant merchandise by touching the screen, processes the payment by reconciling product names and prices with the master data recorded on the system, and stores sales information, such as the time and date of sales, purchasing shop, and the number, name and price of purchased merchandise, in a cloud server. Participants are able to confirm and download their sales data.



Body colour	Black	
OS	Windows 10 IoT Enterprise 2021 LTSC	
CPU	Intel Atom (2 cores) 1.30GHz	
Memory (replacement is not permissible)	8 GB (onboard)	
Storage	Approx. 64 GB (eMMC)	
Display	11.6" widescreen (1920x1080, 16:9)	
Touch-screen	Capacitance type, using Gorilla Victus	
Keyboard	Soft key equipped with haptics technology	
Wireless	IEEE802.11a/b/g/n/ac Bluetooth®5.0+BR/EDR/LE	
Interface	USB3.1Type-A x1, USB3.1Type-C x1	
Camera	Out: 8 million pixels / In: 2 million pixels	
Microphone/speaker	Built-in stereo speaker/microphone	
Rechargeable battery (removable)	Capacity	Lithium ion 18 Wh / 35 Wh
	Product life	Approx. 500 cycle or 1.5 years
Size	W299xD197xH16.9 mm	
Weight	Approx. 885 g/950 g	
Drip- and dust-proof	IP54 and equivalent	
Recharging method	Peripherals, AC adapter (USB Type-C)	

The POS terminal is designed to be easy to use both in portable and non-portable usage. We also lend peripherals, such as receipt printers, customer-facing displays, and barcode hand scanners. The specifications of the POS system and peripherals will be presented in a manual issued separately.

■ Receipt printer	■ Customer-facing display	■ Barcode hand scanner
 <p><b>*Costs of thermal paper for receipts (58 mm-width) shall be borne by Participants.</b></p>		

<ul style="list-style-type: none"> <li>● Paper width: 58 mm</li> <li>● USB connection</li> <li>● Printing speed: max. 450 mm/second</li> <li>● External dimensions: W119 x D234 x H132 mm</li> <li>● Weight: approx. 1.7 kg</li> </ul>	<ul style="list-style-type: none"> <li>● Font display: Multi-font Kanji character (16 characters x 3 lines) ANK, or alphabet numeric kana (32 digits x 3 lines)</li> <li>● External dimensions: W236 x D85 x H153 mm</li> <li>● Weight: approx. 1 kg</li> </ul>	<ul style="list-style-type: none"> <li>● USB connection</li> <li>● External dimensions: Body length Approx. 157 mm Maximum width Approx. 74 mm</li> <li>● Weight: approx. 180 g</li> </ul>
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• Order entry system (optional)

The following devices that can be used at food and beverage facilities may be provided. However, as they are optional devices, they are chargeable.

<ul style="list-style-type: none"> <li>■ Handy terminal: PB3800</li> </ul>	<ul style="list-style-type: none"> <li>■ Wireless LAN access point: NA1500</li> </ul>	<ul style="list-style-type: none"> <li>■ Kitchen printer: PP2810/2800</li> </ul>	<ul style="list-style-type: none"> <li>■ Kitchen display</li> </ul>
	 (For the communication of the handy terminal)		

(Additional notes) The usage of optional devices:

• The complete set of the ordering system

If a Participant does not use the ordering system, it shall take customer orders orally or with hand-written order slips.

- Handy terminal: A device that registers customer orders at restaurants.
- Wireless LAN access point: A device that sends ordering data registered by the handy terminal.
- Kitchen printer: A device installed in the kitchen that prints out cooking instruction slips based on the ordering data. It also prints out bills to be handed to customers.
- Kitchen display: A device installed in the kitchen that display cooking instructions based on the ordering data.

- “UNITE” (Sales management system)

“UNITE,” a sales management system, can register the product master of each shop and output the sales record of Participants.

Participants can use this system by setting up required configuration on their own PCs with internet access they bring to the Expo Site. The configuration procedures and how to use the system are introduced in training sessions prior to the opening of the Expo or elaborated in its online manual.

Recommended specs for the client of the sales management system	
Windows PC/Tablet	
CPU	Intel Core i5 or above is recommended
Memory	4GB or more
HDD (disk space)	100 MB or more
Display	1366x768 or higher
Web browser	Microsoft Edge/Chrome
OS	Microsoft Windows10, 11 (But not Home Basic/Home Premium), in Japanese only
Network	Shall be 3 Mbps or faster and 10 Mbps or faster is recommended
Middleware	Microsoft Excel/Acrobat Reader

- Printer (optional)

As the peripherals of the sales management system (UNITE), an A4 printer to print out financial records and a label printer to print out barcode labels may be provided. (As they are optional devices, they are chargeable.)



(Additional notes) The usage of optional devices:

- A4 black-and-white printer: A device that print out financial records from the PC with the sales management system. Participants may view the financial records on screen. If a Participant does

not intend to print out these records, the device will not be required.

- Label printer: A device that print out the barcode label stickers of merchandise from the PC with the sales management system. If a Participant does not intend to use barcode label stickers, the device will not be required.

- MPM (Merchant Presented Mode) payment

**C-02** With regard to payment using the proprietary e-money issued by the Organiser as a currency unique to the Expo, the payment process will not be carried out via payment terminals but via the MPM system, whereby visitors scan a QR code displayed near the register using their own smartphone.

Information on sales using the proprietary e-money is not linked to the POS system and stored on a cloud server that manages the said e-money. Member shops may confirm and download their sales data via the management dashboard for the members on their computer screen.

### 3.2.2 Brands to be covered

**C-03** Participants shall accept the following payment brands that are designated by the Organiser. Other brands might be added in the list in the future. The rate of payment charge is informed to each Participant independently.

Participants shall place a uniform display board provided by the Organiser that shows the logo of payment brands that are accepted at the Expo Site at a place where the board is visible to their customers.

- International credit card brands  
Visa, Mastercard, JCB, American Express, Diners Club, DISCOVER, UnionPay
- E-money
- Domestic code payment
- International code payment
- The Expo proprietary e-money (code payment)
- \* Utilising a QR code displayed at the shop.

"QR Code" is a registered trademark of Denso Wave Incorporated.

### 3.2.3 Application procedures for cashless payment services/systems

**C-04** When a Participant wishes to use cashless payment services/systems, it shall conclude

necessary contracts such as a merchant agreement and a service agreement by the designated due date by submitting necessary information for application to the designated payment processing company and management company via the Organiser and going through the screening and required procedures of these companies. The Organiser will notify the Participants of information relating to the application via the Official Participant Portal in or after April 2024.

Exemplary information that shall be entered in the cashless payment service application:

The name of the company, annual sales, the name of the representative, the number of employees, the address of the company, the address of the representative, a shop name, the number of required terminals, shop telephone number, business hours, industry, merchandise, etc.

Exemplary information that shall be entered in the application for POS/sales management system:

Name of the company: _____
Business format <input type="checkbox"/> Sales of goods <input type="checkbox"/> Food and beverage <input type="checkbox"/> Both
Number of shops: _____   Number of POS: _____   Number of "stera": _____
Sales management system <input type="checkbox"/> Necessary   *The company is required to bring its own PC. → Number of PCs that use the system: _____ <input type="checkbox"/> Not necessary
Optional equipment required <input type="checkbox"/> Cash drawer
- For sales of goods facilities: <input type="checkbox"/> A4 Printer <input type="checkbox"/> Label printer
- For food and beverage facilities: The complete set of the ordering system <input type="checkbox"/> Necessary <input type="checkbox"/> Not necessary

### 3.2.4 Registration of product masters

<Prior to the opening of the Expo>

**C-05** Participants shall fill out the designated format for product master registration and submit it to the Organiser within the registration period (planned from June through the end of October 2024).

The Organiser verifies the contents of the formats and register them on UNITE, the sales management system, in one batch. In the event of any change, Participants shall submit the change by the end of December 2024. If it cannot be done by the end of December 2024, each Participant shall register the change on its own.

• <After the registration period or after the opening of the Expo>

Participants shall register their product master on the sales management system (UNITE)

using the following functions of the system: “Product data import” or “Product setting.” If a Participant wishes to amend its product master that was already registered, it shall follow the same procedures.

The registration method is introduced at a system operation briefing prior to the opening of the Expo or elaborated in the online manual of the sales management system.

With regard to the registration of product masters in relation to commercial activities at events, please refer to the “Rules for Use of Event Facilities” (tentative name) that is planned to be issued in the future.

### 3.2.5 Sales data and settlement

Sales data by sales date and payment method are stored in the cloud server of the POS system. They can be confirmed via the POS terminal and downloaded from the cloud service as a CSV file. Sales data-related support procedures will be presented in a manual issued separately.

The amount calculated by multiplying sales proceeds by the rate of payment charge, royalties, and other miscellaneous expenses are deducted from the gross sales and the remaining amount will be reimbursed to Participants by the Organiser. Royalty-related matters are presented in the “Guidelines for Commercial Activities by the Official Participants.” For specific procedures and other matters in relation to payment, please refer to the “Guidelines for Payment Procedures” (tentative name) that is planned to be issued in the future.

### 3.2.6 Installation of communication network

**C-06** In utilising the payment system, in order to use the optical fibre equipment of telecommunication infrastructure in their Pavilion, Participants shall conclude a contract with a telecommunications company and arrange telecommunication wiring work. It is prerequisite for the POS system to secure internet access, which shall be a wired connection. However, as an exception due to the nature of operation, at events or in kitchen cars, Participants may access the internet only at the opening of business (to receive master files) and at the conclusion of business (to upload sales data) of the day and use the POS system offline during business hours.

Please refer to the “Guidelines for Use of Telecommunications in Expo Site” for specific procedures.

### 3.2.7 Extraordinary events

- Failure in payment terminals

**C-07** In the event of failures in the payment terminals or POS terminals, the Organiser will lend Participants spare terminals. When equipment does not work well, Participants shall inform the

designated contact point of the incident and follow its instructions. Specific procedures will be presented in a manual issued separately.

- Data correction and refunds

**C-08** Procedures for correcting input payment data and refunding will be presented in a manual issued separately.

Certain payment methods cannot process the cancellation of an order and product return. In such cases, refunds shall be carried out in cash in the shop and therefore Participants shall reserve cash for refunds at their payment area. As an optional measure, the Organiser may provide a cash drawer for cash management, which is chargeable. Specific procedures will be presented in a manual issued separately.

- In the event that payment cannot be processed due to network outage, etc.

**C-09** If network outage occurs in the fixed lines installed by each Participant, the Participant shall use stera mobile that utilises the network of a telecommunication company as a payment terminal and operate the POS terminal offline. Specific procedures will be presented in a manual issued separately.

- In the event of blackout

**C-10** If electricity supply to a Participant's facility is cut, the Participant shall use stera mobile that works using batteries as a payment terminal. The POS terminals are able to continue registering sales even during a blackout for a certain period of time. (However, printers and customer-facing displays are not operational during a blackout.)

Participants shall charge each terminal under their control. Specific procedures will be presented in a manual issued separately.

### 3.2.8 Mobile order (optional)

If a Participant wishes to introduce a mobile order system, it may use the system designated by the Organiser. As this is an optional service, it is chargeable.

The mobile order service provided by the Organiser enables orders at tables in a shop and mobile orders from outside of the shop. Information on sales using the mobile order system is not linked to the POS system. Therefore, sales information shall be registered manually.

Specific procedures will be presented in a manual issued separately.

### 3.2.9 Vending machines

**C-11** Drink vending machines and other types of vending machines at the Expo Site shall only accept cashless payment methods designated by the Organiser. Therefore, if a Participant wishes to install its own vending machine, it shall notify, and consult with, the Organiser in advance.

### 3.2.10 Other

With regard to how to operate equipment designated by the Organiser, such as payment terminals and POS terminals, sessions to brief how to operate these terminals using a real machine will be provided to the Participants. If some staff cannot attend these sessions, Participants shall train them on their own responsibility. The details of the briefing sessions will be notified separately.

## 4. Operation of EXPO 2025 Digital Wallet

### 4.1 Overview

This chapter elaborates on what kind of cooperation is expected from the Participants in relation to the service called the “EXPO 2025 Digital Wallet,” which is operated by the Organiser.

#### 4.1.1 Purpose of introducing EXPO Digital Wallet

The EXPO 2025 Digital Wallet is a service that can be used via smartphones. We aim to have users of this service feel close to the Expo, create diversified ways to enjoy it, and inspire deeper commitment to the Expo.

#### 4.1.2 Details of service

This is a dual-method wallet app utilising server-based management and management based on Web2<sup>\*2</sup>/Web3<sup>\*3</sup> services of the blockchain<sup>\*1</sup> technology.

Programmes that users can enjoy prior to the opening of the Expo include:

<1> proprietary e-money for “payment” (nickname “MYAKU-PE!”),

<2> proprietary point for “accumulating” (nickname “MYAKU-PO!”), and

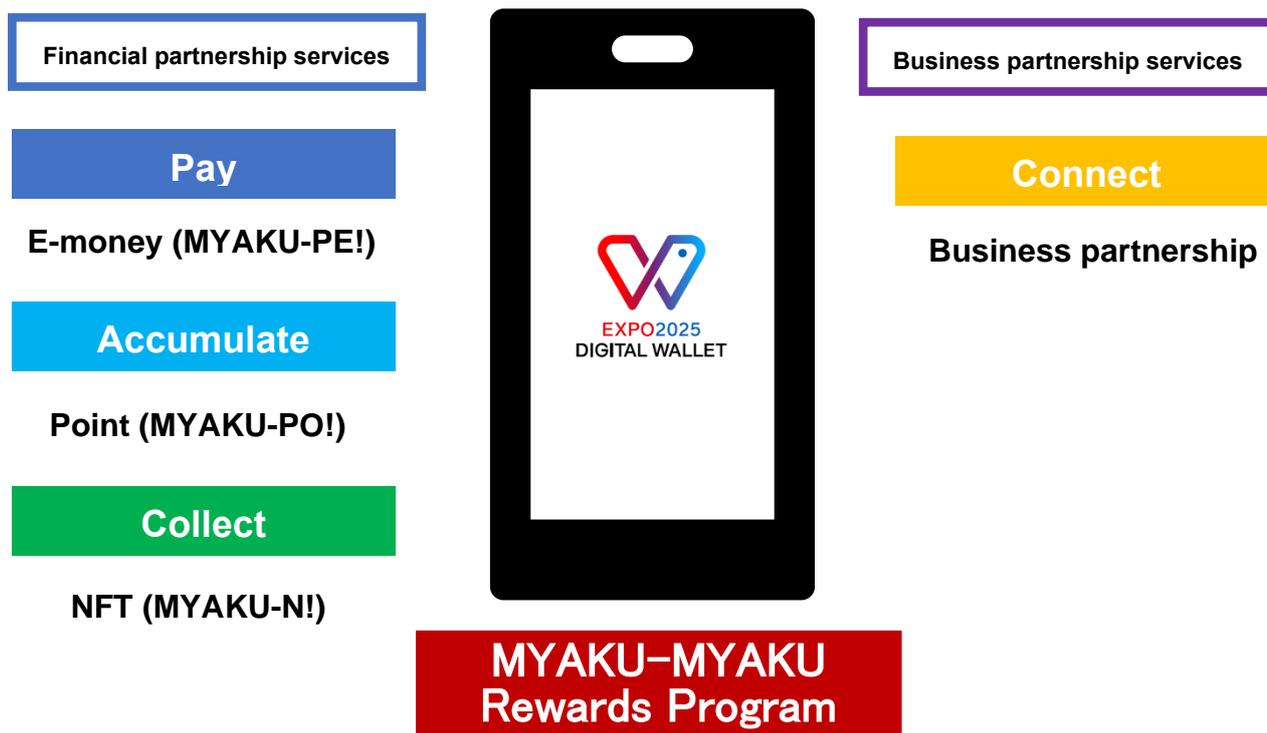
<3>-proprietary NFT services for “collecting” (nickname “MYAKU-N!”), as well as

<4> business partnership services for “connecting” that consist of services through partnership with Pavilions, the projects of the Organiser, and business entities that assist in creating the Expo momentum.

\*1 Blockchain: A type of database technology that manages data by unit called a block, links blocks like a chain, and store the data.

\*2 Web2: Dynamic web services whose information flow is bidirectional, such as the Internet.

\*3 Web3: Distributed web services that utilise blockchain technology



#### 4.1.3 Overall schedule

The services of the EXPO 2025 Digital Wallet will start on the 1st of November, 2023, when users are allowed to download its app with a business partnership service function. From then on, its services will be expanded in phase. We aim to enable users to enjoy the programmes of the EXPO 2025 Digital Wallet: <1> proprietary e-money (MYAKU-PE!), <2> proprietary point (MYAKU-PO!), <3> proprietary status services (MYAKU-N!), and <4> business partnership services outside the Expo Site prior to the opening of the Expo and in facilities within the Expo Site, such as the Participants' Pavilions during the Expo period (From the 13th of April through the 13th of October, 2025).

#### 4.2 Gifts and services offered by Participants (official participants, Pavilions or concession facilities, etc.)

##### 4.2.1 Basic policy

The EXPO 2025 Digital Wallet offers the following services: <1> proprietary e-money (MYAKU-PE!), <2> proprietary point (MYAKU-PO!), <3> proprietary status services (MYAKU-N!), and <4> business partnership services.

The services of the EXPO 2025 Digital Wallet can be used as a promotional tool that offers services unique to each Pavilion.

- Proprietary e-money (MYAKU-PE!)

E-money unique to the Expo that can be accepted not only in shops in the Expo Site but also in member shops outside the Expo Site. We aim to make it e-money that can be topped up in various ways, such as via direct debit and credit cards. By doing so, we aim to promote cashless Japan in and outside the Expo Site. Users can get benefits in accordance with their respective MYAKU-MYAKU Rewards Program, a service unique to the Expo that reflects the topping-up amount of the e-money, etc.

- Proprietary point (MYAKU-PO!)

A point service unique to the Expo whereby users may accumulate points by participating in the Expo-related projects (those related to ecology and healthcare, etc.) and SDGs-related programmes and use them to participate in, or experience, a wide range of the Expo-related programmes in and outside the Expo Site.

- MYAKU-MYAKU Rewards Program

A service that enables the users of the EXPO 2025 Digital Wallet acquire status which is provided by “MYAKU-MYAKU Rewards Program” by accomplishing their missions by using proprietary e-money/points or participating in the programmes that promote partnership with the Expo. Users can get proprietary NFTs\* “MYAKU-N!” and the Expo-original services in accordance with the status they acquire.

\*NFT (Non-Fungible Token): Non-substitutable digital data recorded on a blockchain.

#### <EXPO 2025 Digital Wallet NFT site that links to MYAKU-MYAKU Rewards Program >

The EXPO 2025 Digital Wallet is a service that offers benefit to Participants. On the virtual Expo Site, the EXPO 2025 Digital Wallet NFT microsite is planned to be established as part of the promotion of this project. The EXPO 2025 Digital Wallet NFT microsite is, similar to the official online shop, a site that is independent from the virtual Expo Site from which users are redirected to the external Expo 2025 Digital Wallet NFT site to get a proprietary NFT “MYAKU-N!” in accordance with their status. Please refer to the “Guidelines on the Planning and Design of Virtual Expo Content” and the “Guidelines on the Creation and Operation of Virtual Expo Content” for the details of the virtual Expo.

- Business partnership services

A service that utilizes the blockchain technology to enhance partnership with various types of Pavilions and external business entities that assist in creating the Expo momentum. NFTs generated with the blockchain technology, as non-transferable and non-manipulable information, allow users to utilize it as qualification or certification.

By utilizing this technology, Participants can digitally certify that a NFT holder has participated in their event or offer incentives to those who are proved to be event participants by the NFTs. If a Participant wishes to introduce the business partnership services, it shall contact the Organiser to consult with.

#### 4.2.2 Proprietary point (MYAKU-PO!) benefit service

Participants are encouraged to offer special events/experience-based services that can be participated in by the visitors of their Pavilions by using proprietary points they have earned.

Please submit “Form 1: Proprietary Point Benefit Service Registration Application,” which describes events/experience-based services that can be participated in by using the proprietary points, to the Organiser by the end of April 2024.

Specific procedures will be presented in a manual issued separately.

#### 4.2.3 status benefit services/gifts

Participants are encouraged to do the following when the users with MYAKU-MYAKU Rewards Program status visit their Pavilion. Please submit “Form 2: Status Benefit Services/Gifts Registration Application,” which describes specific offerings, to the Organiser.

- Offer a souvenir for visitors

Please refer to the “Guidelines for Novelties” (tentative name) for the standards of souvenirs.

- Offer drawing rights to participate in events held in and outside the Expo Site

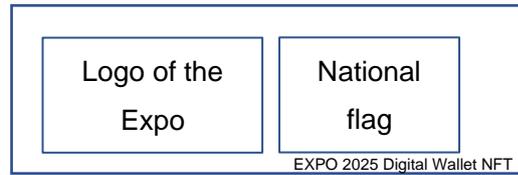
Please offer rights to participate in Pavilion-related events within the Pavilion or outside the Expo Site.

- Submit the image data of digital gifts (NFT)

On the EXPO 2025 Digital Wallet NFT site, digital gifts are offered to the users of the EXPO 2025 Digital Wallet in accordance with their EXPO 2025 status or by visiting Pavilions in the virtual Expo. As digital gifts, the operator of the programme converts Pavilion-related data (perspective drawing, Pavilion-related items, the tourist attractions of Participants, etc.) into NFTs. Therefore, Participants are encouraged to submit the relevant image data, such as their

Pavilion. Specific procedures will be presented in a manual issued separately.

<Image of NFT>



- \* The following two types of NFTs are planned: A single image of a photo or illustration; or a logo lockup with the Expo logo.

<Specifications of image data to be submitted>

File format: jpg or png / Maximum file size: 5 MB

Resolution: 1260 px x 1260 px

Details regarding a data submission method and licensing, etc. will be notified by the Organiser separately.

Please submit "Form 2: Status Benefit Services/Gifts Registration Application," accompanied with the image of services, gifts or digital gifts as the benefits of status, to the Organiser by the end of April 2024.

5. Applications

5.1 List of application forms

Form 1: Proprietary Point Benefit Service Registration Application

Form 2: Status Benefit Services/Gifts Registration Application

## **6. Contact**

The Official Participants can send inquiries concerning the content of this Guide or uncertainties concerning procedures to the Organiser using the Queries function in the online portal for the Official Participants.

If you have any trouble using the online portal for the Official Participants, please contact us by email to ; [participant@expo2025.or.jp](mailto:participant@expo2025.or.jp)

(Form 1)

To the Organiser of the World Expo 2025

Submission date: yyyy/mm/dd

## Proprietary Point “MYAKU-PO!” Benefit Service Registration Application

We hereby notify our proprietary point benefit service as follows:

Name of Pavilion	
Name of applicant	Name of the Commissioner General of Section (the name of the deputy of the Commissioner General of Section or the head of the Pavilion is acceptable)
Name of contact person	
Contact information	TEL: FAX: E-mail:

Events/experience-based services that can be participated in by using the proprietary points	
If they are time-bound	From DD, MMMM through DD, MMMM 2025 (If time is specified: HH:MM - HH:MM)
If the number of people who can participate in a single event is limited	Minimum: XX persons Maximum: XX persons
Other conditions, etc.	

Field for the Organiser
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To the Organiser of the World Expo 2025

Submission date: yyyy/mm/dd

**Status Benefit Services/Gifts Registration Application**

We hereby notify our EXPO status benefit gifts/services as follows:

Name of Pavilion	
Name of applicant	Name of the Commissioner General of Section (the name of the deputy of the Commissioner General of Section or the head of the Pavilion is acceptable)
Name of contact person	
Contact information	TEL: FAX: E-mail:

Souvenir for visitors (Please list all of the souvenirs offered.)	Gift	Details	Quantity
Drawing rights to participate in events held in and outside the Expo Site	Details		Event period
Whether the image of the digital gifts (NFT), etc. will be submitted	<input type="checkbox"/> Yes		<input type="checkbox"/> No
	The number of images to be submitted (planned)		(The number to be entered in this field.)

Field for the Organiser
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**Bureau  
International  
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Japan Association for the 2025 World Exposition