三越伊勢丹ホールディングス

Press Release

September 18, 2015
Isetan Mitsukoshi Holdings Ltd.

Isetan Mitsukoshi Points to Become Exchangeable for Miles from Two Airline Companies and for Travel Company Points.

To bring further convenience to its customers, Isetan Mitsukoshi Holdings Ltd. (Headquarters: Shinjuku-ku, Tokyo, Hiroshi Ohnishi, President and Representative Director, hereinafter "Isetan Mitsukoshi") will allow Isetan Mitsukoshi Points to be exchanged for points for "ANA Miles," "JAL Miles," and "JTB Travel Points," and vice versa, beginning in April 2016.

■Targets for Exchange with Isetan Mitsukoshi Points and Timing of Program Start

It will become possible to exchange Isetan Mitsukoshi Points for ANA Miles, issued and operated by All Nippon Airways. Previously, exchanges between Isetan Mitsukoshi points and JAL Miles, issued and operated by Japan Airlines, were announced. With this new addition, Isetan Mitsukoshi points will now be exchangeable for both ANA Miles and JAL Miles, a first for a department store point program.

* An agreement was reached with Japan Airlines on August 24 toward a comprehensive business alliance, and an announcement has already been made regarding the exchange between miles and points.
* Isetan Mitsukoshi Points cannot be used as an intermediary to exchange ANA miles for JAL miles.

Additionally, exchange can be made for "JTB Travel Points," which are issued and operated by JTB.

Scheduled start: **[Airline Miles]** Scheduled to begin in April 2016
[Travel Points] Scheduled to begin from the first half of FY2016

It will become possible to exchange Isetan Mitsukoshi Points for miles from airline companies such as ANA and JAL to be used for special airline tickets and other rewards, and for JTB Points to be used at JTB stores to pay for travel costs.
Additionally, ANA and JAL Miles and JTB Points can be exchanged for Isetan Mitsukoshi Points for use when shopping within the Isetan Mitsukoshi Group.



- Isetan Mitsukoshi Points are: Points issued when shopping with a MICARD (Scheduled for implementation from April 2016). Please see the reverse side for details.
- Concerning exchange rates, procedures, etc., these will be posted on a separate occasion at a future date on the website, etc.

<Reference>

From April 2016, MICARD Benefits will be Changed.

1. Schedule of implementation

April 2016 (Scheduled)

2. Outline of New Service

- "Rewards" granted upon card use of 3,000 yen (plus tax) or more at a Isetan Mitsukoshi Group department store will be unified into "Point Benefits."
  *The reward amount will be accumulated as points (1 point = 1 yen).
- If more purchases are made at Isetan Mitsukoshi Group department stores, the card benefits will become better than before.

About Point Ratios at Isetan Mitsukoshi Group Department *

Until March 2016	After (scheduled) revision in April 2016
Basic 5% reward	Basic 5% points
Annual spending of over 200,000 yen during the previous year: 7% reward	Annual spending of over 300,000 yen during the previous year: 8% points
Annual spending of over 500,000 yen during the previous year: 8% reward	
Annual spending of over 1,000,000 yen during the previous year: 10% reward	Annual spending of over 1,000,000 yen during the previous year: 10% points

* The "Point Ratio" is the ratio of points granted for every 100 yen (tax exclusive) purchased.
* The Point Ratio of "100 yen equals 1 point" will remain unchanged for existing MI Point Cards (products less than 3,000 yen plus tax in value, and points accumulated when purchasing foods, etc.).

About Bonus Points

Additionally, in the event that annual spending is over 2,000,000 yen, bonus points will be awarded.

Annual spending of over 2,000,000 yen during the previous year: 10,000 points
Annual spending of over 3,000,000 yen during the previous year: 15,000 points
Annual spending of over 5,000,000 yen during the previous year: 25,000 points

- Accumulated points can be used in units of 1 point at Isetan Mitsukoshi Group department stores, beginning with the next purchase.

* Points may be used beginning on the following day.
* Points can be use from 1 point = 1 yen, eliminating wasted points.

<To Customers Utilizing the "Tsunagari-masu" Service>
The "Tsunagari-masu" Service will allow for sharing of the point ratio and annual spending amount between registered household members.

* The annual spending amount used as a standard to determine issuance of bonus points shall be calculated based on the annual spending of each member for those registered for the "Tsunagari-masu" Service as well.

* Some cards may have differing benefit content.

[For inquiries, please contact]
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