

April 1, 2021

Mizuho Leasing Company, Limited
NTT COMWARE CORPORATION

Start of Provision of Subscription Business Support Service

Promoting companies' subscription businesses and contributing to the expansion of business opportunities

Mizuho Leasing Company, Limited (headquartered in Minato-ku, Tokyo, President and CEO, Shusaku Tsuhara; hereinafter "Mizuho Leasing") and NTT COMWARE CORPORATION(headquartered in Minato-ku, Tokyo, President, Satoshi Kurishima; hereinafter "NTT COMWARE ") have announced the launch of "Subscription Business Support Service", for corporate customers by Mizuho Leasing, utilizing the subscription management platform "Smart Billing®" provided by NTT COMWARE.

The needs of product users are shifting from the ownership of things to the use of services as markets are maturing and information and communications technology is developing. In this environment, demand for subscription businesses, which offer many different pricing plans for services according to the period of use and usage, particularly demand for the use of companies' facilities, is expected to increase. Manufacturers and other companies are considering subscription services.

Mizuho Leasing has begun providing its Subscription Business Support Service. In addition to back-office operations important in the subscription business including contracts, property management, billing, invoicing and collection, the Subscription Business Support Service provides value, such as its credit management feature and the establishment of flexible "Smart Billing" pricing structures, thereby supporting manufacturers and other companies advance their subscription businesses. Using the Service, companies can curb their initial investment and quickly and efficiently advance their subscription businesses. They can expect to enhance their corporate value through the provision of services in response to the diverse needs of end users.

Mizuho Leasing also plans to enhance the service by providing a data acquisition tool equipped with an IoT service.

Building a system of cooperation to promote subscription businesses and cooperating with each other, Mizuho Leasing and NTT COMWARE will provide new value.



*"Smart Billing" is a registered trademark of NTT COMWARE CORPORATION.

*Other company names, product names and service names listed herein are the trademarks or registered trademarks of their respective companies.

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