

Mitsubishi UFJ Nicos Co Ltd in Financial Cards and Payments (Japan)

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Abstracts

As the negative effects of the Money Lending Business Act in recent years still remain, the company aims to reduce its reliance on consumer lending, and increase credit card sales by issuing non-cobranding cards. The company strengthens its strategy to adapt to the growing internet use, especially via smartphones, for example introducing a new internet banking application for iOS smartphones. The reinforcement of e-commerce website Point Meijin is also positioned as a key tool for future growth...

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