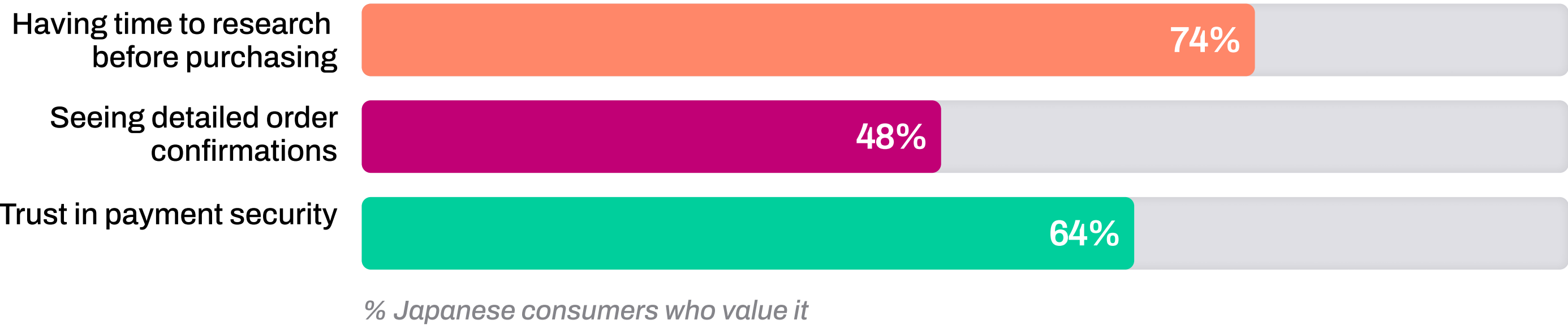


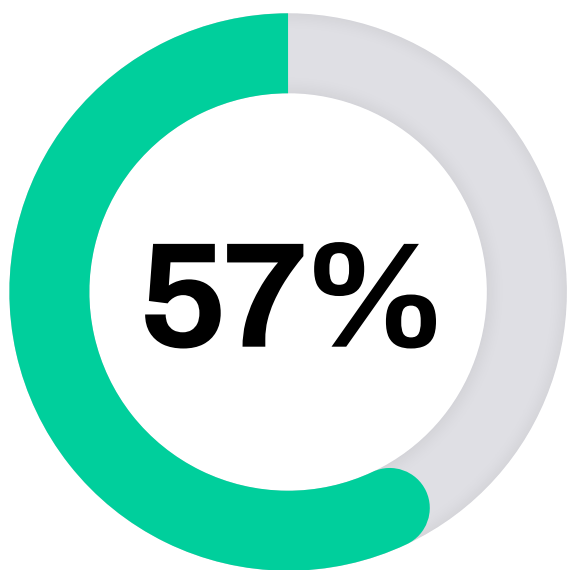
The Thoughtful Shopper's Checkout

For Japanese consumers, trust and thoughtfulness define a great checkout

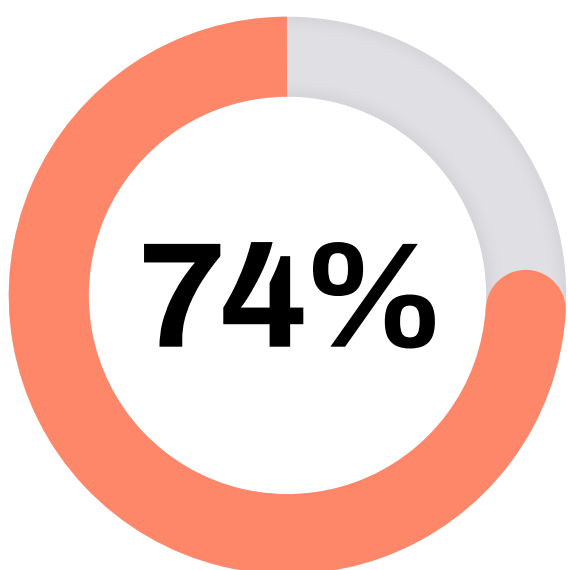
Key factors influencing checkout satisfaction in Japan



How thoughtfulness impacts the checkout

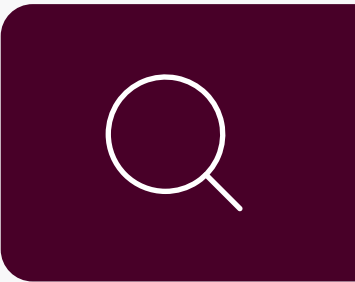


of Japanese consumers appreciate **offers tailored to their past research**.



say they would rather receive **no offer than one that feels irrelevant**.

In summary



Research-driven shopping dominates - Japanese consumers take time before purchasing.



Order transparency & security matter most.



Personalized deals are less impactful than in the U.S. and Australia.