



Press Release  
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BNC K.K.

Contact Information:  
Daisuke Fukutomi · Akina Okada  
TEL: 03-3457-5990

## **First High Fashion SIDO merchant! Folli Follie Omotesando Store joins SIDO network of merchants**

BNC K.K. (Office: Minatoku, Tokyo CEO: Clarke Robertson, BNC) which provides secure ID On line (SIDO) payment & promotion service announced that Folli Follie Japan (Office: Minatoku Tokyo, CEO: David Daniels, Folli Follie) has introduced Secure ID Online (SIDO) as their digital payment system for their Omotesando retail store starting September 30th, 2014.



Folli Follie distributes its unique and exquisite brand of jewelry, watches, bags, and other fashion accessories throughout 26 countries, spanning more than 600 points of sales. Reflective of this broad and deep appeal, Folli Follie has thriving locations on some of the most fashionable streets around the world's major cosmopolitan cities: London, Hong Kong, New York, Dubai, Athens, Tokyo, Beijing, and Seoul. Stand-alone and shop-in-shops in renowned international department stores from Japan to the United Kingdom; a strong presence in numerous airport duty free stores; and availability in-flight on major airlines complete the corporation's truly international presence.

SIDO enable customers to use credit cards within a secure environment and also provides users with new information about Folli Follie new products and events. SIDO is focusing on getting more female users who are interested in high fashion brand.

SIDO is a mobile wallet which can be used for credit card payments at both SIDO participating stores and online stores. It is a free smart phone application and currently accepted at over 100 SIDO merchants mainly in Tokyo area. Also, it supports its merchants by promoting sales of merchant products to the SIDO user base and by connecting users and EC sites / shops. It includes a new way of managing ownership of personal data and payment information, in a world where fraud and identity theft are a daily reality. (<https://www.SIDO.net>)

Folli Follie Japan

Company Name: Folli Follie Japan, Ltd.

Address: Piramide Building 4F, 6-6-9 Roppongi, Minato-ku, Tokyo, 106-0032

TEL: 03-3478-0681

URL: <http://www.follifollie.co.jp/jp-jp?l=1>

Business: Import and sale of women's jewelry accessories, watches, bags, fashion accessories, etc.

Folli Follie Omotesando Store

Address: 4-29-4, Jingumae Shibuya, Tokyo 150-0001

TEL: 03-6406-4720

BNC

Company Name: BNC K.K.

Address: Katsuta bilding 7F, 1-3-39, Mita, Minatoku, Tokyo 108-0073

URL: <http://www.bncholdings.net/ja/>

TEL: 03-3457-5990

Business: Development and sales for platforms and applications online