



## JAL Provides Its Inbound Customers With BIC CAMERA Coupon On The Airline's Overseas Website

**TOKYO February 2, 2015:** Japan Airlines (JAL) decided to offer “BIC CAMERA Coupon” to its customers from overseas to Japan, in cooperation with BIC CAMERA INC. (BIC CAMERA).

The eligible travelers to Japan is able to receive further discount at all BIC CAMERA stores in addition to 8% off with Tax-Free Policy, by holding the BIC CAMERA Coupon, and either their ticket or E-ticket of JAL, or the boarding pass with JAL.

BIC CAMERA stores are providing numerous goods from the latest electric appliances to medicines and cosmetics, etc., and are attracting a lot of overseas travelers for shopping. This new cooperation between JAL and BIC CAMERA will offer JAL customers travelling from overseas more benefits when buying their favorite products at BIC CAMERA stores across Japan.

To boost Japan's standing as a tourist destination, at JAL, we will make positive efforts to promote Japan's attractions to overseas visitors by providing high-quality products and services with the spirit of hospitality.

**Launch date:** 14:00 JST on Monday, February 2, 2015 ~

**Applicable website:** JAL overseas website ([www.jal.com](http://www.jal.com)) over 26 regions in English, Simplified Chinese, Hong Kong Traditional Chinese and Taiwan Traditional Chinese

**Eligible customers:**

Purchasing JAL ticket in overseas and be eligible for tax-free shopping in Japan simultaneously

**Usage:** BIC CAMERA Coupon must be printed from JAL overseas website before you go shopping at 38 BIC CAMERA stores across Japan, with this coupon and either JAL ticket or E-ticket, or the boarding pass.

**URL to the BIC CAMERA Coupon:**

[http://www.world.jal.com/world/en/common\\_rn/pdf/biccamera\\_discount\\_coupon\\_en.pdf](http://www.world.jal.com/world/en/common_rn/pdf/biccamera_discount_coupon_en.pdf)

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<Reference: The sample of BIC CAMERA Coupon>

Exclusive offer only for guests of JAPAN AIRLINES

## BIC CAMERA

### ビックカメラ

Guide for Japan's most popular specialty store

Discount Coupon

Japan Tax-free Shop

**BIC CAMERA coupon**

# Sample

You can also pay by other credit cards

(No discount items)  
Apple items  
Rolex watches, Wine, liquor etc  
Cosmetics, daily necessities etc

**Popular with tourists**

**JAPAN TRAVEL SIM**

- Start using on the same day
- Service available for 3 months
- Data capacity of 2GB

Data Service Only

**BIC CAMERA High-speed delivery**

Delivery in **30** minutes.

We can deliver to a designated area on the same day. Convenient delivery service. With free delivery!

**BIC CAMERA** **ビックカメラ** **All products are TAX-FREE** **ビックカメラは全品免税**

・All the items you bring out and use outside Japan can get tax free.  
 ・For use, please print out this coupon.  
 ・Please show your electronic Ticket Receipt or your boarding pass when making a purchase with the coupon.

原則全ての商品が日本国外へ持ち出す物品を免税として販売できるようになりました。  
 この割引クーポンを印刷してご利用ください。  
 日本航空の航空券(eチケット控え)もしくは搭乗券と一緒に提示ください。

**General tax-free items** 一般物品

General Items(excluding consumption)・・・  
 Total price should be over 10,001 yen after discount & excluding tax.  
一般物品(消耗品を除く)・・・お支払い総額が税別10,001円以上(割引後の支払額)

**Consumables** 消耗品

Consumables...  
 Amount of purchase must be between 5,001 and 500,000yen on the same day at the same store.  
消耗品...同一店舗における1日の購入総額が5,001円以上～500,000円まで

There are also BIC Drug, BIC Shuhan(Sake, wine etc), BIC toys, BIC Sports, BIC glasses&Contact, BIC Beddings at BIC CAMERA stores.  
 ビックカメラグループ・ビックドラッグ・ビック酒販・ビックトイズ・ビックスポーツ・ビックコンタクト(眼鏡)・生毛工房