

Mumu Labo Partner Program — Terms Summary

Refer Mumu Labo's Shopify apps and receive commission **every month, in perpetuity**, for as long as the referred store keeps a paid subscription. **No setup fee — performance-based only.** Referral only: stores contract directly through the Shopify App Store.

Please note when referring in English. UreyukiBox's screens and purchase-order PDFs follow the Shopify admin language, so a store running an English admin gets an English interface. **Notification emails, Slack and LINE messages are still Japanese only, and support is provided in Japanese.** Please state that plainly in English-language content — the product is built for stores selling in Japan, and its Japan-specific strengths (consumption-tax categories, qualified-invoice numbers, fixed yen pricing) do not help a store with no Japanese operation.

Commission terms

Item	Terms
Standard commission	Referred store's subscription revenue (incl. tax) × 20% , every month while the paid plan continues, in perpetuity
Early commission	Where an individual store pre-registered through your referral link before the full launch date (mid-August 2026) later takes a paid plan, that store attracts 30% on an ongoing basis. No cap on the number of stores
App-proposal commission	Where we build an app on a partner's proposal and that partner refers it, 40% of that app's subscription revenue (incl. tax), in perpetuity (the app is named in the individual terms)
When it starts	From the month the referred store's first paid charge is confirmed . Free plans and the 14-day trial do not qualify
Formula	Subscription revenue (incl. tax) from referred stores, once Shopify's payment to us is confirmed, × the rate. Refunds and chargebacks are deducted in the month they occur ※

※ The calculation basis above is settled. Only the accounting treatment of consumption tax within commission, and whether qualified invoices and withholding apply, remain with our tax adviser.

※ In every category, commission arises only when the referred user actually pays for a subscription.

※ If you would like a proposed feature built specifically, development costs are discussed separately.

The early 30% is assessed per store. It applies to each individual pre-registered store, not to the partner. Even for partners who joined during the early period, **stores referred after the full launch are at the standard 20%.**

For indicative monthly figures, see document 07, "Revenue simulation".

How a referral is attributed (in priority order)

1. **An install through your referral link (?ref=)** [live] — installs that route via the App Store are carried through by cookie
2. **Automatic matching between pre-registrations and paying stores** [live] — matched on the pre-registration email address first, then the store domain (xxx.myshopify.com). Please ask registrants for the domain; it is the fallback key when email matching misses
3. **Self-declaration in the onboarding survey** [live] — not shown to stores already attributed by 1 or 2
4. **Backstop: manual declaration within a deadline** — up to 30 days from install

Where referrals from several partners conflict, we adjudicate on the timestamped records.

Payment terms

- **Closed quarterly.** Where the confirmed balance is **¥5,000 or more**, it is paid by bank transfer at the end of the following month.
- Below ¥5,000 it rolls into the next quarter — it is never forfeited.
- Transfer fees may be deducted from the commission.

When commission is void or deducted

- Where a referred store's **refund or chargeback** occurs, that amount is deducted from commission in that month. (If we have already paid for that month, we prefer to offset against future commission rather than ask for money back.) The same applies where the migration guarantee is invoked — our refund when a Stocky migration cannot be completed for reasons on our side.
- **Self-referral** — referring a store operated by the partner or an affiliated company — does not qualify.
- Where **abuse** is established (false pre-registrations, advertising methods contrary to the terms, impersonation and similar), the relevant commission is void and participation may be revoked.

Disclosure is required

Partner articles and posts must carry a **paid-relationship disclosure**, as required under Japan's Act against Unjustifiable Premiums and Misleading Representations — and under the equivalent rules wherever you publish (for example the FTC endorsement guides in the United States, or the CAP Code in the United Kingdom).

No reselling or agency contracts

Referral only. Stores contract directly with the app through the Shopify App Store; **we do not accept agency contracts or agency billing by partners.**

The revenue loop — how referrals compound



The more stores you refer, the more the monthly commission compounds (illustrations in document 07)

How to join

There are two routes. If you do not need individual negotiation or special terms, a single email is enough.

Individuals and media operators (no meeting needed)

1. Read the terms (<https://mumulabo.com/legal/affiliate/>), then prepare an email with: company or trading name, contact name, the URL of your publication, bank details for payment, and (optionally) the stores you expect to refer
2. Send it to contact@mumulabo.com, noting that you accept the terms
3. We review it, confirm approval and fix your referral code — that completes registration, and we issue your referral link (?ref=)

Agencies, or where terms need adjusting (meeting first)

1. We align on terms in a meeting using the "Partner Individual Terms — Confirmation Sheet"
2. We send the formal individual terms
3. Your acceptance through an electronic contract service (such as CloudSign — no seal, no post) concludes the contract, and we issue your referral link (?ref=)

Terms of service

The authoritative document is the "Mumu Labo Partner Program Terms of Service": <https://mumulabo.com/legal/affiliate/> Where this summary and the terms differ, the terms prevail; where the individual terms differ from the terms of service, the individual terms prevail.

Contact: Mumu Labo / 佐藤 麻衣 / contact@mumulabo.com

Partner information: <https://mumulabo.com/affiliate/>

