

Next-Generation EC Department Store Virtual WaHMA Mall Guide for Tenant Co-Owners

This guide summarizes affiliate account setup procedures and the basics of store management for Tenant Co-Owners of each WaHMA Mall store.

1. What is WaHMA Mall? (Overview)

WaHMA Mall is a virtual department store connecting e-commerce sites around the world through floors. Each floor features e-commerce sites by country. Tenant Co-Owners can set up their own affiliate accounts. Affiliate earnings are paid directly to the Tenant Co-Owner.

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WaHMA Mall Headquarters

Patent-DEAP Project(Patent-Driven Expert App Platform)
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Ctrl + Click
to open link

★An invitation to become a co-owner of the tenant space.



2. WaHMA Mall Tenant Co-Owner System

The Tenant Co-Owner System allows participants to share affiliate rights with the Mall Headquarters for a store in WaHMA Mall and work together to grow the store's revenue.

■ Tenant Co-Owner Revenue

Tenant Co-Owners hold approximately 50% of the affiliate settings across all floors of their store. By setting your own affiliate ID, you receive the revenue share for approximately half of all floors. The more visitors you attract, the more your revenue can grow.

It is also possible to give an influencer part of the Co-Owner's floor rights.

■ Rights of the Mall Headquarters

The Mall Headquarters holds approximately 50% of the affiliate settings across all floors. It manages the store brand, plans events, and has the right to select Tenant Co-Owners.

■ Invitations to Become a Tenant Co-Owner

Invitation-based (Free): The Mall Headquarters invites selected participants. There is no initial fee.

Application-based (Paid): Applicants who wish to become a Tenant Co-Owner of a store may participate by signing an agreement. An initial contract fee is required.

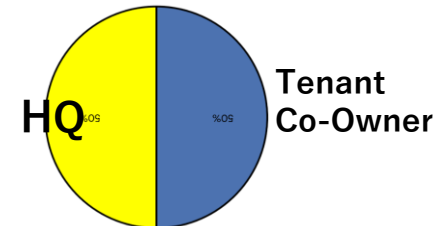
High-earning Tenant Co-Owners may be invited to become Tenant Co-Owners of multiple stores.



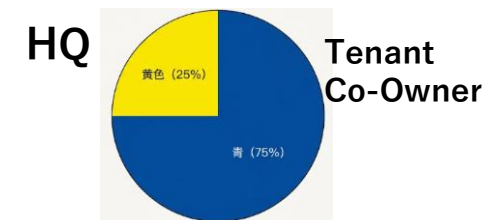
Let's grow this project together and take it to the world!

Affiliate Revenue

Invitation-based (No initial fee)



Application-based (Initial fee required)



3. What is Affiliate Marketing?

It is a system in which you introduce products from e-commerce sites and receive a referral commission when a purchase is made.

It is essentially a product referral commission, similar to being an agent in the e-commerce era.

Anyone can set up their own accounts with the e-commerce portals listed below.

However, Amazon and Rakuten review the page where the affiliate account will be used (in this case, the WaHMA Mall store).

At present, reviews for other stores have been proceeding smoothly.

Overseas, Walmart, eBay, Allegro, and Amazon in each country are supported.

(Amazon can be configured for Amazon JP, Amazon US, Amazon India, Amazon EU countries, and others in the same way.)

In many cases, overseas affiliate programs can also be registered by Tenant Co-Owners residing in Japan, and they can be started free of charge.

For each e-commerce site, you must set up your own affiliate account and your own bank account for receiving payments.

(The Mall Headquarters will not handle this account setup because a payment account must be registered.)



4. How to Get an Affiliate Account (U.S. Version)

Amazon US

Access Amazon Associates (U.S.):

<https://affiliate-program.amazon.com>



Create an Amazon Associates account.

1. During the review process, enter the WaHMA Mall store URL provided by the Mall Headquarters in the “Website and Mobile App List” field. (Reviews normally take 1–3 days.)
2. After approval, obtain your **Tracking ID** and send it to the Mall Headquarters. Alternatively, you may enter it yourself in the 12F management room using your store’s access key.

Walmart

Access Walmart Affiliate Program: <https://affiliates.walmart.com>



1. Create an account through the Walmart Affiliate Program.
2. Register the WaHMA Mall store URL in the website review field. (Reviews typically take several days.)
3. After approval, obtain your **Affiliate ID** and send it to the Mall Headquarters, or enter it directly in the 12F management room.

Other U.S. e-commerce platforms (optional)

Walmart and Amazon US are the primary recommended platforms for U.S. Tenant Co-Owners. Additional platforms such as eBay or other U.S. affiliate programs may also be used if desired.

5. Store Management and Affiliate Settings in the 12F Management Room for Each Tenant Co-Owner Store

1) How to Enter the Management Room

A six-digit numeric lock is installed.

Enter using the six-digit number for your store provided in advance by the Mall Headquarter:

2) WaHMA Mall Visitor Statistics

You can view statistics for the number of visitors to your store across Japan and worldwide (including Japan, India, and other countries), by day and for one month.

3) Setting and Changing the Tenant Co-Owner's Affiliate Share for Each Floor

- ① Enter the Tenant Co-Owner's Amazon or Walmart and another affiliate account on each floor.
- ② Settings can be changed at any time.
- ③ You may also freely set an affiliate account for a leading influencer.



例；店舗来場者数推移

6. How Much Revenue Can Be Generated? (Example only; a hypothetical possibility)

Example:

Assume 300 visitors per month.

If 20 of them make purchases through Amazon or Rakuten, with an average purchase of ¥5,000 per person, an average referral commission of 3–5% could result in revenue of several tens of thousands of yen per month.

By using influencers and increasing the number of visitors, even higher revenue may be possible.

High-earning Tenant Co-Owners may become Co-Owners of multiple stores.

- Let's work with the Mall Headquarters to develop ideas such as events to increase the number of visitors!

7. How to Attract Visitors

Post your store URL on social media.

Run campaigns through 2F events. (Proposed by the Tenant Co-Owner; if adopted by the Mall Headquarters, a floor app will need to be created.)

Create a floor based on your hobbies or interests.

Give an influencer part of the Tenant Co-Owner's floor rights and have them attract visitors.

Introduce the store to friends, and more.

8. Frequently Asked Questions (FAQ)

Is it free to obtain an affiliate account? → Yes, it is free.

Is affiliate setup for the store difficult? → No. The Tenant Co-Owner can easily set it up personally in the store's 12F management room.

Where are the earnings paid? → Amazon and Walmart other US affiliate programs pay the earnings

directly into the affiliate payment bank account designated by the Tenant Co-Owner.

Can I add more stores? → For high-earning Tenant Co-Owners, the Mall Headquarters may propose adding branch stores as needed, with no initial fee.

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■ This app system is patented

Patent No. 7,699,312 / International
Patent WO2025253918

Product Sales Support System

The future is the era of
next-generation
AI-assisted virtual
EC malls (department stores)!