ABSTRACT

A point exchange system (1) exchanges points which are different from one another, and includes: a conversion-parameter storage part (104) configured to store a plurality of conversion parameters corresponding to a plurality of business types or business categories; a conversion-parameter setting unit (106) configured to set a conversion parameter corresponding to the respective points by selecting the conversion parameter from the plurality of conversion parameters; a record-data acquisition unit (110) configured to acquire record data corresponding to the conversion parameter set by the conversion-parameter setting unit (106); an equivalent-point conversion unit (112) configured to convert the respective points to equivalent points on the basis of the record data acquired by the record-data acquisition unit (110); and an exchange unit (114) configured to perform exchange on the basis of the equivalent points.

FIG. 2