

## bitFlyer airs the first TV commercial in the industry\*1

### Riko Narumi to appear in bitFlyer TV commercial from May 15 (Monday)

~ bitFlyer will offer a campaign along with the TV commercial~

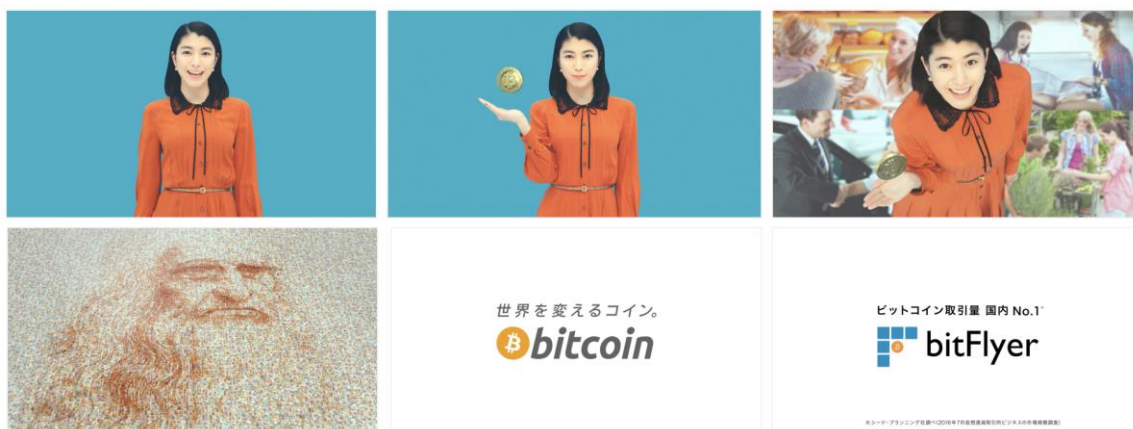
bitFlyer, Inc. (Headquarters: Minato-ku, Tokyo; CEO: Yuzo Kano; hereafter "this company"), the largest Bitcoin and Blockchain company in Japan \*2, will begin broadcasting the terrestrial TV commercial "For Bitcoin, Use bitFlyer: Da Vinci Version" in the Kanto region on May 15 (Monday). This will be the first domestic Japanese terrestrial TV commercial by a Bitcoin and Blockchain company.

\*1 For Bitcoin and Blockchain companies in Japan

\*2 bitFlyer recorded the largest monthly transaction volume, number of customers, and capital in Japan. (As of the end of February 2017 based in researches by Seed Planning (February 2017 Digital Currency Exchange Bitcoin Transaction Volume Research) and bitFlyer.)

Along with the TV commercial, bitFlyer is also starting the "TV Commercial Celebration Campaign: A chance to win ¥5,000," hereafter called the "Campaign."

"For Bitcoin, Use bitFlyer: Da Vinci Version"



There are two versions of the upcoming broadcast of "For Bitcoin, Use bitFlyer: Da Vinci Version." In "For Bitcoin, Use bitFlyer: Da Vinci Version (Currency)" (15 seconds), actress Riko Narumi comes into contact with the spread of Bitcoin around the world,

and in "For Bitcoin, Use bitFlyer: Da Vinci Version (Payments)" (15 seconds), she comes into contact with the use of Bitcoin for daily tasks like shopping and sending money. At the end of both versions, she says to a portrait of Leonardo Da Vinci, the genius of his time, "Maybe this is the new money invention?"

TV commercial overview:

"For Bitcoin, Use bitFlyer: Da Vinci Version (Currency)" (15 seconds)

<https://youtu.be/IfjCdBL1xc>

"For Bitcoin, Use bitFlyer: Da Vinci Version (Payments)" (15 seconds)

[https://youtu.be/k\\_Q0dMenFYs](https://youtu.be/k_Q0dMenFYs)

Broadcast period: May 15, 2017 (Monday) - May 31, 2017 (Wednesday)

Broadcast area: Kanto region

Actress: Riko Narumi

Campaign overview:

Title: "TV Commercial Celebration Campaign: A chance to win ¥5,000"

For customers who open a new account and make transactions totaling 1 BTC or more during the campaign period, 30 people will be selected to win ¥5,000 in cash.

For customers who already have accounts and make transactions totaling 1 BTC or more during the campaign period, another 20 people will also be selected to win ¥5,000 in cash.

Riko Narumi Profile

Date of birth: August 18, 1992

Height: 163 cm

Blood type: O

Hobbies: Reading Books

Special skills: Piano, Sanshin

### **About bitFlyer**

bitFlyer is the largest Bitcoin and blockchain company in Japan, receiving venture capital from companies such as SMBC Venture Capital, Dai-ichi Life Insurance, Mizuho Capital, Mitsubishi UFJ Capital, Mitsui Sumitomo Insurance Venture Capital, Recruit Strategic Partners, GMO Venture Partners, QUICK, Dentsu Digital Holdings, Venture Labo Investment, and SBI Investment. They are working on innovations through the development of Bitcoin and blockchain technologies in the fintech industry and operate bitFlyer, a comprehensive Bitcoin platform that provides a Bitcoin market and exchange, Bitcoin payment services, Bitcoin advertising services, and more. They are also involved in the research and development of new services that utilize blockchain technology as well as blockchain inspection and analysis.

Company introduction video: <https://youtu.be/9FZn5XwQKLY> Company-developed blockchain technology “miyabi” introduction video: <https://youtu.be/SxHZI08yhZ0>  
Corporate site: <https://bitflyer.jp/>

Contact Information Midori Kanemitsu, PR Manager, bitFlyer, Inc.  
107-0052 Tokyo, Minato-ku, Akasaka 3-5-5 Strong Akasaka Bldg., 6F  
Homepage: <https://bitflyer.jp/>  
e-mail: <https://bitflyer.jp/ContactPage>