



bitFlyer, Inc.
Yuzo Kano, CEO

Announcement of Business Alliance With Ceres Inc.

bitFlyer, Inc. (Company Headquarters: Minato-ku Tokyo, CEO: Yuzo Kano) is pleased to announce a business alliance with Ceres, inc. (Company Headquarters: Minato-ku Tokyo, President and CEO: Satoshi Takagi), which will enable a points to Bitcoin exchange. This new service, launched on May 11, 2015, allows Bitcoin to be exchanged for "Moppy points" which are issued on Ceres inc.'s Moppy points exchange website. With this exciting new offering, we hope that Bitcoin use spreads to an ever larger audience.



About Moppy

Ceres inc.'s Moppy is the nation's largest smartphone points system, with over 4 million users. Moppy points are obtained through actions including gaming, shopping, and browsing advertisements. Moppy is accessible via mobile phone, smartphone, and PC. Moppy points earned may be exchanged for electronic money or cash.

We continue to pursue our primary goals of improving security while providing the best possible services to our customers. Thank you for using bitFlyer.

Related Links

Moppy Service Website: <http://pc.moppy.jp/>

Ceres, Inc. Corporate Website: <http://ceres-inc.jp/>

bitFlyer Corporate Website: <https://bitflyer.jp/>