



Apr 15, 2016

Press Release

bitFlyer, Inc.

**bitFlyer, Japan's largest Bitcoin / blockchain company,
to release Ethereum exchange (beta) service!**

bitFlyer, Inc. (Headquarters: Minato-ku, Tokyo, CEO: Yuzo Kano) is the largest Bitcoin/blockchain company in Japan¹. It will open an exchange for Ethereum, a virtual currency.

When this service is implemented, customers will be able to buy and sell Bitcoin and Ethereum² on bitFlyer Lightning.



¹ bitFlyer is the largest Bitcoin / blockchain company by monthly Bitcoin trading volume, number of users, and capital (as of January 2016, according to bitFlyer research).

² This service is only available to customers with Business Class, First Class, Corporate 1 and above accounts.

Price Change in Ethereum (from Nov. 2015 ~ Present)

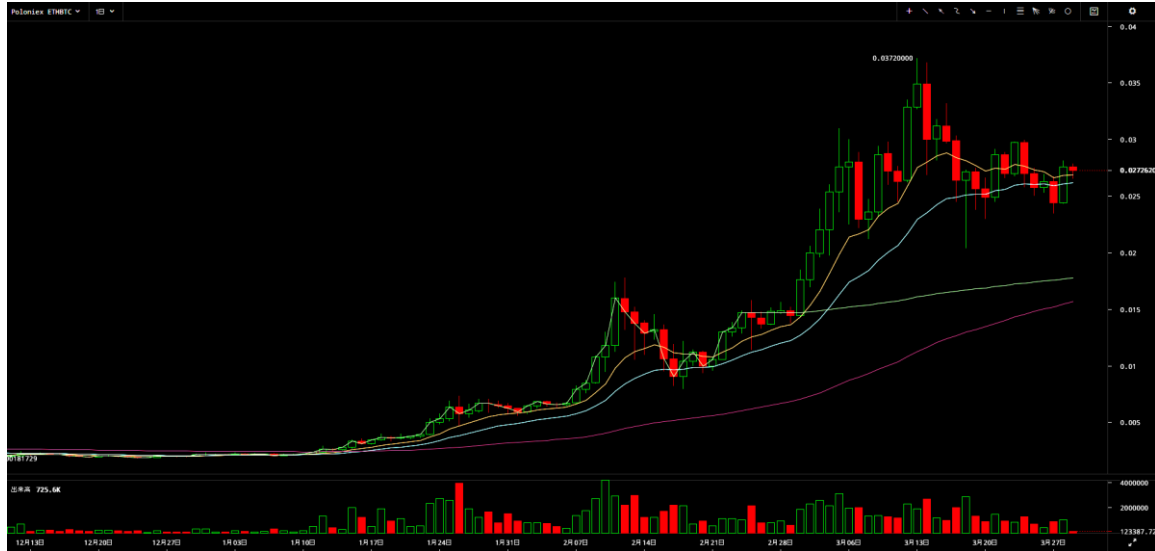
Jul. 2015: Ethereum ICO (Initial Coin Offering) 1 ETH = 0.0005 BTC (16 JPY)

Jan. 2016: 1 ETH = 0.0021 BTC (109 JPY)

Feb. 2016: 1 ETH = 0.0059 BTC (268 JPY)

Mar. 2016: 1 ETH = 0.0176 BTC (875 JPY)

Apr. 2016: 1 ETH = 0.0278 BTC (1,321 JPY, a 82-fold increase from the ICO price)



How Ethereum Works

Ethereum is a decentralized platform with a virtual currency unit called Ether, which has potential not only as a currency but is also highly flexible in that it can handle user-defined contracts (smart contracts) and property.

These smart contracts, written with a Turing-complete language, can execute automatically without a central authority. Execution of these contracts requires an amount of Ether relative to the contract's complexity, which is paid to miners on the network.

As with Bitcoin, Ether is currently issued through mining, but in the future it will transition to a proof-of-stake system.

About bitFlyer

bitFlyer is Japan's largest Bitcoin / blockchain business and has received funding from investors including Mitsubishi UFJ Capital Co., Ltd., Mitsui Sumitomo Insurance Venture Capital Co., Ltd., Recruit Holdings Ltd., and Dentsu Digital Holdings, Inc. They manage the comprehensive Bitcoin platform, bitFlyer, whose platform includes Bitcoin sales and exchange, Bitcoin payment services, and Bitcoin advertisement services. They also carry out surveys, analysis, research, and development of new services that utilize blockchain technology.

bitFlyer introductory video : <https://www.youtube.com/watch?v=9FZn5XwQKLY>

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

Corporate shareholders (partial list)



bitFlyer History

2014

January: bitFlyer Co., Ltd. established

May: bitFlyer public release

June: Financing reaches 120 million JPY

September: Bitcoin crowd funding site fundFlyer opened

December: Start of exchange service to exchange points for Bitcoin

2015

January: Financing reaches 130 million JPY

April: Release of chainFlyer, a block chain visualization tool

July: Release of bitFlyer Lightning Bitcoin exchange

August: Financing reaches 510 million JPY, accounting auditor selected (Ernst & Young ShinNihon LLC)

October: Monthly trading volume tops 1 billion JPY, start of Bitcoin donations to the Japanese Red Cross Society

November: Monthly trading volume tops 2 billion JPY, bitFlyer FX released, Blockchain Lab established

December: Monthly trading volume tops 3 billion JPY, registered users top 100,000

2016

January: Monthly trading volume tops 7 billion JPY

February: Get Bitcoin released

March: Monthly trading volume tops 9 billion JPY, deposit services are available 24h, 365 days, launching Amazon Gift Cards with Bitcoin.

Employment Information

We are accelerating our global deployment with the goal of becoming the worldwide standard for comprehensive Bitcoin platforms. We are now hiring people who want to help spread Bitcoin through the world!

<https://www.wantedly.com/companies/bitflyer/projects>

About Bitcoin

What is Bitcoin? <https://bitflyer.jp/BitcoinDigitalCurrency/?lang=en>

What is Bitcoin? (video) <https://www.youtube.com/watch?v=rZ7dbOzz05k>

Glossary <https://bitflyer.jp/Glossary/?lang=en>

Our Service

platform to buy and sell Bitcoin

<https://bitflyer.jp/ex/Price?demologin=1/?langchanged=en>

bitFlyer Lightning <https://lightning.bitflyer.jp/trade/?lang=en>

bitFlyer FX <https://lightning.bitflyer.jp/trade/btcfx>

Ethereum <https://bitflyer.jp/ethereum>

chainFlyer <https://chainflyer.bitflyer.jp/?lang=en>

Blockchain Lab <https://bitflyer.jp/blockchain-lab/?lang=en>

bitWire SHOP <https://bitflyer.jp/Corporate/bitWire-Shop>

Echo <https://bitflyer.jp/Corporate/Echo>

Get Bitcoin! <https://bitflyer.jp/static/getcoin>

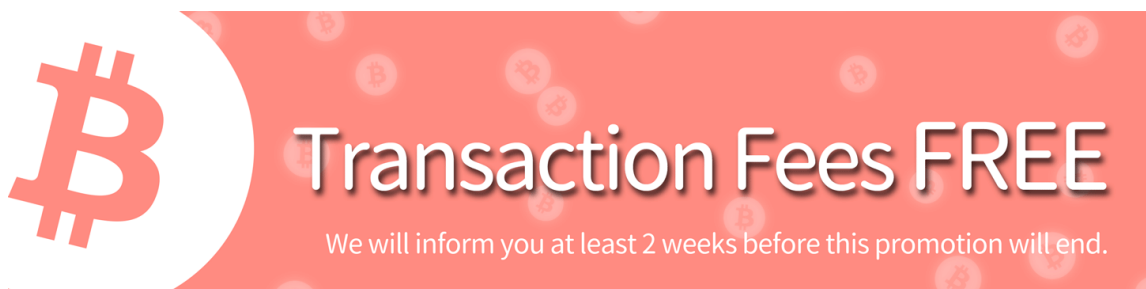
fundFlyer <http://fundflyer.bitflyer.jp/en/>

BITCOIN DONATIONS <http://bitcoindonations.bitflyer.jp/>

BTC News <https://news.bitflyer.jp/>

Campaign Lineup

- Fee Free Campaign



A promotional banner with a red background and a white circle on the left containing a large Bitcoin symbol. The text "Transaction Fees FREE" is written in large white letters. Below it, in smaller white text, it says "We will inform you at least 2 weeks before this promotion will end." There are faint Bitcoin symbols scattered in the background.

- Bonanza Anniversary Campaign



A promotional banner with a green and blue background. On the left, there is a graphic of three blue gift boxes with gold crowns on top, and a Bitcoin symbol in a yellow circle in the center. The text "Number 1" is written in large black letters. Below it, in smaller black text, it says "in trade volume, users, and capital" and "it's a Triple Crown! Launching our new Explosive Campaigns!"

- Trade Grand Prix 2016



- Trade Grand Prix 2016 Daily Rankings



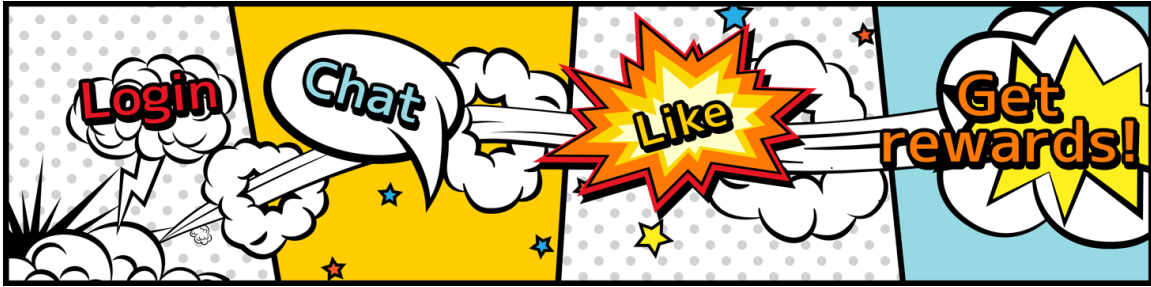
- Taker Campaign



- Market Maker Campaign



- Login & Chat Bonus



Price Change in Bitcoin (from Jan.2016 ~ Present)



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