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Press Release

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### **Announcing a New Business Alliance with Money Forward, Inc.**

bitFlyer, Inc. (Headquarters: Minato-ku, Tokyo, CEO: Yuzo Kano, hereinafter referred to as “bitFlyer”) is announcing a new business alliance with Money Forward, Inc. (Location: Minato-ku, Tokyo, CEO: Yosuke Tsuji, hereinafter referred to as “Money Forward”). As a result of this alliance, Money Forward will become the first PFM(Personal Financial Management) service in Japan to support Bitcoin, and will implement the management of Bitcoin balances of bitFlyer accounts. Money Forward plans to make use of bitFlyer’s ‘Blockchain LAB’ service to promote the investigation of blockchain technology. Additionally, Money Forward will introduce new features such as reward programs and advertising campaigns through the use of bitFlyer’s bitcoin advertising service “adFlyer.” bitFlyer aims to contribute to the continuing spread of Bitcoin through this alliance.



### **About Money Forward**

Since its founding in May 2012, Money Forward has offered and developed finance-related platforms, such as PFM(Personal Financial Management) services and business-oriented cloud services. With over 3 million users, Money Forward is a household accounting service that allows users to automatically acquire information daily about deposits and withdrawals from over 2,500 financial services — including bank and investment accounts, credit cards, etc. — and to record cash purchases by simply photographing their receipts.

The business-oriented MF cloud series, built around the concept of doing things “easily, simply, and cheaply, through the power of technology,” is a cloud service specializing in back-office work such as final income tax returns, accounting, invoice creation, “My Number” management, payroll, and expense calculations.

### **Related Links**

Money Forward: <http://corp.moneyforward.com/>

bitFlyer: <https://bitflyer.jp/en/>