

Press Release

Members of the Press

October 4th, 2019

Kyash Inc.

Launch of Visa Card Issuer Processing Platform Service - "Kyash Direct"
- First Client in Corporate Expense Management Visa Prepaid Card Issuance -

Kyash Inc., provider of the digital wallet app "Kyash" with full-stack payment technology, has launched "Kyash Direct", the modern issuer processing technology platform.

This issuer processing platform service firstly empowers the Visa Commercial Prepaid Card issuing for the corporate client that provides cloud-based expense management services. Previously, a year-long implementation and large setup fees are required to issue Visa cards. However, "Kyash Direct" now becomes an one-stop enabler for faster and low-cost delivery.



■ About "Kyash Direct"

"Kyash Direct" is a platform service embedded in the payment technology used for the digital wallet app "Kyash" via API with corporate clients to provide them with issuer processing technology and the license to issue Visa cards with their own brand. When a company plans to issue Visa cards, it usually requires to partner with an issuing bank that owns a Visa issuing license and also with a system vendor that provides a payment processing system package. "Kyash Direct" offers a one-stop solution that is fast and low-cost through an API that handles the thorough processes involved in payment from the issuance of cards to processing operations.

In addition, Kyash has developed an in-house payment processing system that handles domestic and overseas payment processing through the Visa network. This technology offers companies the flexibility of choosing their funding source and the timing of payments according to their business model. Companies are able to use these funds to make payments at 53.9 million different Visa merchants domestically and abroad.

■ Issuance of Corporate Visa cards

~ Issuance of "Staple card," integrated corporate prepaid cards for expense management services ~

"Kyash Direct" has provided Visa card issuance services and issuer processing technology to Crowd Cast, Ltd. (Headquarters: Chiyoda-ku, Tokyo; CEO: Takashi Hoshikawa), which offers the expense management service "Staple." The company will begin issuing its "Staple card," which is, for the first time in Japan, integrated corporate prepaid Visa card embedded in expense management services experience.

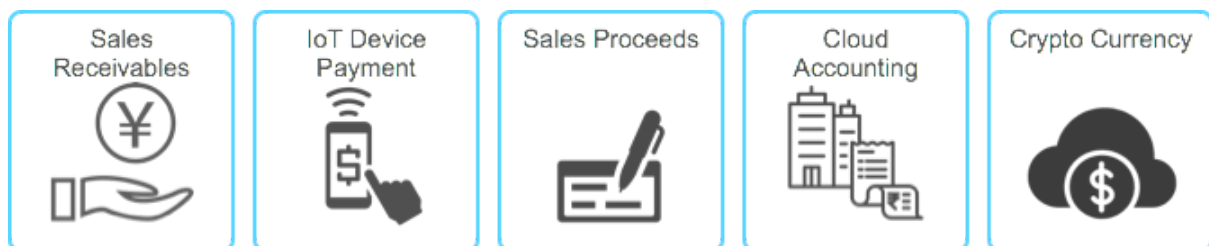
<What companies can accomplish using Kyash Direct>

- Issuance of Visa cards that can be used in Japan and abroad
- Real-time charging of cards by administrators
- Setting an upper limit or various usage restrictions for individual cards
- Real-time reporting of the processing of expenses
- Get payment statement in real time
- Locking the usage of cards, etc.

Staple card with "Kyash Direct" greatly reduces the effort and transaction fees involved in expense management such as the burden on employees to pay for others in advance or when companies need to wire transfers to their employees. The process of settling corporate expenses can be made cashless, which allows for enhanced operational efficiency and productivity.

■ Future plans for "Kyash Direct"

Along with the launch of its platform services today, plans are underway for "Kyash Direct" to support various other use cases in the future. In particular, we intend to extend the global network of Visa and enhance the payment liquidity in areas such as Sales Receivables, IoT Device Payment, Sales Proceeds, Cloud Accounting, as well as Crypto Currency.



■ About Kyash

Kyash is a technology company that develops and provides "value exchange" services and infrastructure. Kyash offers a prepaid-debit based mobile wallet app that allows consumers to make payments at Visa merchants and peer to peer transfers to individual users. In addition, we also provide the payment platform "Kyash Direct" which allows corporate customers to instantly issue Visa cards through a web API.

Kyash intends to transform the financial services landscape in Japan by changing the way that people pay.

【Company Profile】

Company name: Kyash Inc.

Location: 〒107-0062, Minami-aoyama 5-2-1, Minato-ku, Tokyo

Representative: Shinichi Takatori, CEO (Member of the Board of Directors, Fintech Association of Japan)

Established: January 23rd, 2015

Capital: 2,774,930,000 yen (including capital reserve)

Major shareholders: Goodwater Capital, JAFCO, Sumitomo Mitsui Banking Corporation, SMBC Venture Capital, Mitsubishi UFJ Capital, Mizuho Capital, SBI Investment, Shinsei Corporate Investment, Itochu Corporation, Dentsu Innovation Partners, Toppan Printing, etc.

Business description: Operation of wallet app "Kyash" and payment platform "Kyash Direct"

URL: <https://kyash.co/en>