

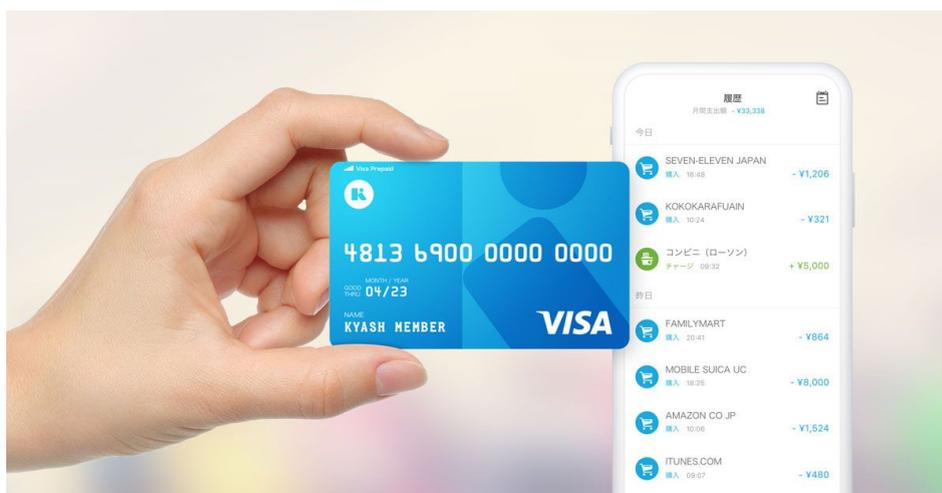
## Press Release

To the press and whom it may concern-

June 7th, 2018

### **Kyash Inc. Brings Plastic Cards to Further Strengthen In-store Payment Capability** **- Now Usable at Visa-Accepted Stores All over Japan-** **- with the highest standard in the industry of 2% Cashback on payments -**

Kyash Inc. (HQ: Minato Ward, Tokyo, CEO: Shinichi Takatori, referred hereafter as Kyash) in addition to expecting compatible with Google Pay from this summer, will now issue plastic Visa cards in order to expand even further opportunities for using Kyash for in-store payments. “Kyash” balance can be used at Visa merchants all over Japan by using the plastic card. Along with issuing plastic cards, Kyash will offer 2% cashback incentive to Kyash users for their payment.



#### ■ **The story of issuing plastic cards**

“Kyash” is a peer to peer payment app which also allows direct payment at Visa merchants from the balance. Now, however, Kyash users have an access to plastic card to shop at in-store Visa payment at all over Japan, including at major locations such as convenience stores, supermarkets and restaurants. This smoothly and completely unifies everything from sending money to making payments through “Kyash,” and allows users to enjoy a more comfortable cashless experience.

#### ■ **Users' incentives for payments**

Kyash will begin an incentive program that offers 2% cashback to users when they make payments. This program applies both to payments made using the Kyash Visa card at online and in-store payments, and will provide 2% of the amount paid as Kyash balance in the following month. Kyash balance can be used as is either to send money or make payments.

By offering users this incentive, we aim to get more users to benefit of using Kyash and to make Kyash into something that is indispensable for daily life.

#### ■ **Issuing the plastic card**

- ① Fill in the required items on the Kyash Plastic Card Application Form and apply
- ② When you receive the card, download the “Kyash” app and activate the card
- ③ Use the plastic card at physical locations anywhere in Japan where Visa is accepted and at online Visa merchants all over the world.

Application URL: <https://goo.gl/ODxai1>

### ■ **Future development of Kyash**

By becoming Google Pay compatible from this summer, in addition to capability of contactless payment at 720,000 QUICPay compatible stores, the convenience of “Kyash” will be further enhanced by issuing a plastic card.

In order to make Kyash even more convenient as a “wallet app,” in the future we plan to provide a variety of functions and to collaborate with external services. We will strive to expand services in order to contribute to the realization of a cashless society.

### **(About Kyash Inc.)**

We offer the wallet app “Kyash” based upon a proprietary peer to peer payment system that leverages prepaid scheme for the first time in Japan.

We aim to create a new form of money that enriches communication and lifestyles.

### **(Company overview)**

Company Name: Kyash Inc.

Location: 5-2-1 Minamiaoyama, Minato-ku, Tokyo

Representative: Founder & CEO Shinichi Takatori (Director at Association Fintech Association of Japan)

Established: January 23, 2015

Capital: ¥1,275,980,000 (including capital reserve)

Major Shareholders: Sumitomo Mitsui Banking Corporation, JAFSCO, Itochu Corporation, Dentsu Innovation Partners, Mizuho Capital, SBI Investments, etc.

Business activities: Operation of “Kyash” wallet app

URL : <https://kyash.co>

(For inquiries regarding this matter)

Kyash Inc. Corporate Communications Officer: Ms. Hara

E-mail: [pr@kyash.co](mailto:pr@kyash.co) TEL: +81-(0)3-6804-1253