

April 25, 2019
Kyash Inc.

Kyash Strengthens Partnership with Visa
- Signing of Agreement for Fintech Fast-Track Program,
Acquisition of Visa Prepaid Card Issuing License in Japan -

Kyash Inc. (Head Office: Minato Ward, Tokyo; CEO: Shinichi Takatori) has signed an agreement with the international brand Visa for its Fintech Fast-Track Program, and strengthened our partnership with the common goal of achieving further cashless penetration in Japan. Kyash Inc. has also acquired the issuing license for Visa prepaid cards (hereinafter, "Visa cards"), which will allow the company to harness Visa's network to expand our operations more quickly.



Since April 2017, Kyash has issued Visa cards in the wallet app "Kyash" in collaboration with a domestic card company. With the acquisition of this license, Kyash is now able to issue cards on its own.

■ **A one-stop provider for issuing Visa cards**

Usually, businesses that are considering issuing Visa cards under their own brand need to work with banks or card companies that have been granted a Visa issuing license, and are required to sign a contract with system vendors that provide the payment system for transactions with merchants.

With the acquisition of this license, Kyash will be able to offer a series of services from card issuance to payment processing to various partner industries more promptly and at a lower cost.

With regard to the signing of the Fast-Track Program agreement and the granting of a Visa card issuing license to Kyash, Stephen Karpin (Representative Director and Manager of Visa Worldwide Japan Co., Ltd.) has made the following remarks: "Our prepaid issuance process has been streamlined in a way that is specifically tailored to help start-ups and fintechs join the Visa network. We're excited to welcome Kyash via our Visa's fintech fast-track program so we can support them in their work on enhancing customer experience in an area of payments where there is still a lot of opportunity to innovate where it really counts."

■ Visa's Fintech Fast-Track Program

This program was established by Visa to support fintech companies and startups that are working on developing next-generation digital payment solutions.

Visa's Fintech Fast-Track Program :

(<https://www.visa.co.jp/about-visa/newsroom/press-releases/nr-jp-181113.html>)

Moving forward, Kyash will use Visa's network to build a payment platform on which companies in our partner industries can be instantly issued Visa cards.

【About Visa】

Visa Inc. (NYSE: V) is the world's leader in digital payments. Our mission is to connect the world through the most innovative, reliable and secure payment network - enabling individuals, businesses and economies to thrive. Our advanced global processing network, VisaNet, provides secure and reliable payments around the world, and is capable of handling more than 65,000 transaction messages a second. The company's relentless focus on innovation is a catalyst for the rapid growth of connected commerce on any device, and a driving force behind the dream of a cashless future for everyone, everywhere. As the world moves from analogue to digital, Visa is applying our brand, products, people, network and scale to reshape the future of commerce. For more information, visit [About Visa](#), <https://usa.visa.com/visa-everywhere/blog.html> and [@VisaNews](#)

【About Kyash】

Kyash is an issuer, processor, and service provider of Visa and electronic payment in Japan. In addition to its mobile wallet app to consumers, it offers payment platform which enables service provider to instantly issue Visa virtual/plastic card as well as mobile contactless payment. Its real-time payment processing technology through APIs allows to integrate funding sources in the form of prepaid or debit transaction.

【Company Profile for Kyash Inc.】

Company Name : Kyash Inc.

Location : Minami-aoyama 5-2-1, Minato Ward, Tokyo (〒107-0062)

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

Established : January 23, 2015

Company Capital : 1.27598 billion (including capital reserve)

Primary Shareholders : Sumitomo Mitsui Banking Corporation, JAFCO, Itochu, Dentsu Innovation Partners, Mizuho Capital, SBI Investment, etc.

Business Scope : Operation of wallet app "Kyash" and financial platform "Kyash Direct."

URL : <https://kyash.co>

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