

April 25th, 2019
Kyash Inc.

**Announcement of "Kyash Direct", Unleashing API-based Proprietary
Payment Processing Technology**

**- Enabling multiple financial assets payment access through API with
53.9 million Visa merchants worldwide -**

Kyash Inc. (headquarters: Minato Ward, Tokyo; CEO: Shinichi Takatori) will now offer "Kyash Direct", a new payment platform. Kyash will provide a wide variety of businesses a fast, low cost, one stop process for settling payments, including issuing their own Visa cards and settlement processing ("processing").

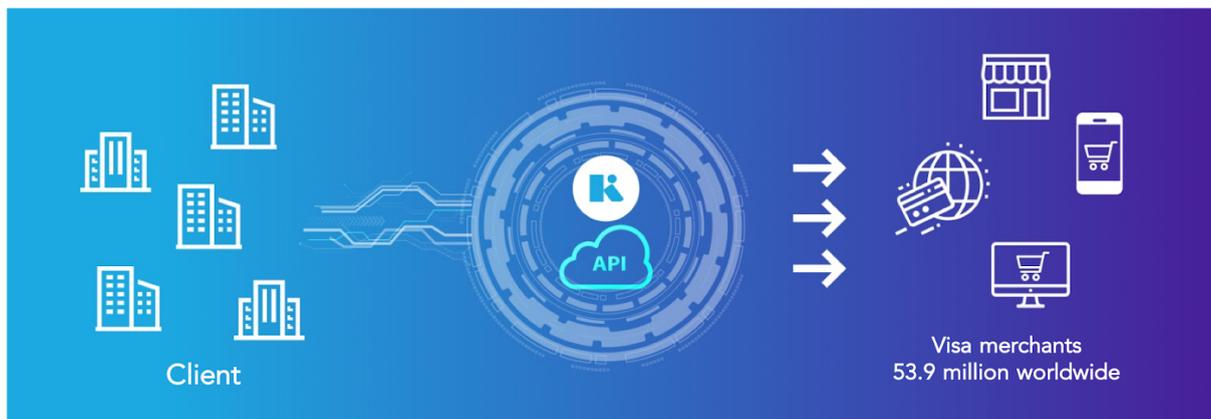


■ **Providing a one stop option for businesses to issue Visa cards and settle payments**

When it comes to issuing own Visa cards companies were required to partner with a bank with a license to issue Visa cards, and make a contract with a system vendor that provides a system to process payments with the Visa merchant. It would also take a full year worth of time and hefty initial costs before the service launch.

Kyash Direct offers everything from issuing the card to processing in a fast, low cost, one stop process through a modern API, available to a wide arrange of businesses. They are also scheduled to offer contactless payment through QUICPay, which can be used in convenience stores and supermarkets nationwide, allowing to settle payments with just a smartphone.

■ What sets Kyash Direct apart



- Instant issuing of virtual Visa cards under client's services (It can also issue real cards)
- Uses the various values client business holds, such as bank accounts and sales proceeds, and cooperation API to make payment possible with Visa merchants worldwide
- Utilizes technology that makes it possible to use the assets accessed through the API to instantly allot money to the card (patent pending)
- Makes contactless payment with QUICPay possible in over 840,000 convenience stores and supermarkets nationwide (as of January 2019)

■ Use Cases

- Corporate cards for startups for use in making large card payments for cloud-based service payment and online advertising fees
- Corporate cards with direct expense management capability with payment control
- Cards tied to virtual currencies and points and loaded to fiat currency to use at Visa merchants
- Virtual Visa cards providing instant access to sales proceeds and remuneration to spend

■ Kyash's proprietary processing system

Kyash has been building their own Visa merchant settlement processing system from scratch since their establishment in 2015. Kyash, the wallet app, utilizes technology that instantly funds money from cards or bank accounts registered to the app when your wallet lacks funds to make a payment. With their proprietary system, you can customize payment settings and acquire data on all remittances and payments in real time.

Additionally, the system is fully compliant with PCI-DSS, the global security standard, and TRUSTe, the personal information authentication standard in the US, resulting in cloud based back-level security standards. They now leverages the payment technology and assets they have developed over the years to their clients through Kyash Direct.

Kyash will open up their technology, and through this, provide a payment platform that makes it possible for a variety of businesses to use their assets on a network of merchants stretching around the globe, and promote cashless payment within Japan.

【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 multiple funding sources in the form of prepaid or debit transaction.

【Company Profile】

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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