

### Our first new TV commercials in 2 years Featuring narration by Jin Katagiri

Japan's largest\*<sup>1</sup> Bitcoin exchange by trade volume, bitFlyer, Inc. ("bitFlyer"; HQ: Minato-ku, Tokyo; President: Kimihiro Mine), launched new TV commercials featuring narration by Jin Katagiri on Wednesday, May 13.



#### Summary

Our new TV commercials feature narration from Jin Katagiri, who has an extensive career in acting and sculpture. We recorded many different versions of the "bitFlyer!" at the end of the commercial, and decided to use the "war cry" version.

There are three different animated commercials featuring different aspects of Bitcoin.

1. Bitcoin version (15 seconds)  
This version highlights the fact that Bitcoin is not just for investment, but can also be used for shopping.  
<https://youtu.be/hojsZh0SeHQ>
  2. Cold wallet version (15 seconds)  
This version highlights the fact that our customers' assets are stored in a secure way that is completely cut off from the Internet.  
<https://youtu.be/aVqZymbkZJU>
  3. Multisig version (15 seconds)  
This version highlights the fact that we use multisig (multiple signature) technology for extra security and customer asset protection.  
<https://youtu.be/KHw66togXic>
- Broadcast period: Wednesday, May 13, 2020 to Wednesday May 26, 2020
  - Areas: Aichi Prefecture, Gifu Prefecture, Mie Prefecture\*<sup>2</sup>
  - Narration: Jin Katagiri

References:

### **Cold wallets**

Cold wallets, also known as cold storage, refers to the method of storing crypto assets such as Bitcoin offline. This is the most secure method of storing crypto assets. They play the role of wallets by keeping a reserve of the corresponding crypto assets. Since it is completely separated from the Internet, the risk of having one's crypto assets stolen due to unauthorized access is greatly reduced. Conversely, there are some wallets which remain connected to the Internet. These are called hot wallets.

### **Multisig**

Multisig is a technology that requires multiple private keys to be used in order to remit crypto assets. Multisig can be used to create a high-security wallet. By using multisig, it is possible to prevent the unauthorized remittance of crypto assets even if a private key is leaked since more private keys are required. It is generally exceedingly difficult for an attacker to break into two or more platforms within a short period of time.

bitFlyer uses cold wallets and multisig in addition to other security measures to ensure the security of our customers' assets.

## Jin Katagiri's profile



Jin Katagiri was born in 1973 in Saitama Prefecture. He is a graduate of Tama Art University.

He is currently active in television drama, live performance, movies, and radio. In recent years, his main appearances were in “99.9: Criminal Lawyer” (2016, 2018; TBS) and “Your Turn To Kill” (2019; NTV). In addition to acting, he also produces clay sculptures and held an exhibition that toured in Japan from 2016 to 2018 and Taiwan in 2019 titled “Jin Katagiri Absurdist Clay Art Exhibit Giri Ten.”

### About bitFlyer, Inc.

bitFlyer was established in 2014 with a mission of “Simplify the world with blockchain.” We bring top-class security<sup>\*3</sup> on a global scale to our trading platform for Bitcoin and other virtual currencies, where we’ve maintained the largest Bitcoin trade volume in Japan. We’re also the only virtual currency exchange operator licensed to operate in Japan, the US, and the EU.

Our website: <https://bitflyer.com/en-jp>

<sup>\*1</sup> bitFlyer had the largest monthly trading volume recorded from January through March of 2020 in Japan (includes spot, net settlement, and futures trading) according to JPBitcoin.com.

<sup>\*2</sup> Will only be broadcast in some areas in Mie Prefecture and Gifu Prefecture.

<sup>\*3</sup> bitFlyer was assessed as having the No. 1 security among the 140 virtual currency exchanges screened by Sscreen.

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