

September 3rd, 2021

double jump.tokyo raises funding from bitFlyer Holdings and agrees to partner in new NFT business

Tokyo, Japan – double jump.tokyo, Inc. (Headquarters: Shinjuku-ku, Tokyo, Representative Director: Hironobu Ueno, hereinafter "DJT") is happy to announce new funding from bitFlyer Holdings, Inc. (Headquarters: Minato-ku, Tokyo, President: Kuniyoshi Hayashi, hereinafter "bitFlyer Holdings") in its latest round. In addition to securing the new investment, we will be partnering with their team to develop new NFT(*1) related businesses.

(*1) NFT (Non-fungible token):

A non-fungible token (NFT) refers to a cryptographic asset stored on the blockchain with unique identification codes and metadata that distinguishes the digital asset from each other, making them not mutually interchangeable. NFTs can be used to represent digital items such as photos, videos, audio, and are tracked on blockchains to certify proof of ownership and authenticity.

■ Background and purpose of investment

DJT is the leading startup in Japan specializing in developing blockchain games and providing NFT solutions for enterprises. DJT has been a pioneer, developing popular blockchain games such as "My Crypto Saga," "Brave Frontier Heroes," and "My Crypto Heroes" (*2), which has a history of achieving top No.1 rankings worldwide for ETH transaction volumes.

DJT also operates services such as "MCH+" its blockchain game developer support program, and "NFT PLUS," its NFT business solution services. Furthermore, we will launch a new enterprise NFT management software (SaaS) called "N-Suite," which allows enterprises to securely manage multiple private keys.

bitFlyer Holdings operates a global crypto asset exchange with over 2.5 million customers in Japan, the US, and the EU under its umbrella, driven by its mission of "Simplify the world with blockchain." We are also promoting the social implementation of blockchain by utilizing our independently developed enterprise blockchain "miyabi." Through our investment in DJT, we will establish a broad range of collaborative relationships in the NFT business, expanding the new business as bitFlyer group. Our efforts include our NFT business alliance utilizing the customer base of the global crypto asset exchange bitFlyer, support for the issuance of NFTs for various contents, and the examination of the uses of "miyabi" in DJT's blockchain game.

(*2) The current operating company of "My Crypto Heroes" is MCH Co. Ltd.

■Quotes from representatives at DJT and bitFlyer Holdings

- Hironobu Ueno, CEO, double jump.tokyo:

We believe that our partnership with the bitFlyer group, which is one of the leading global crypto asset exchanges will help accelerate the growth of the NFT market. bitFlyer group has demonstrated its superior technological capabilities with the development of the "miyabi" blockchain for enterprises and we are excited to collaborate with their team to solve challenges the blockchain industry faces.

- Kuniyoshi Hayashi, President, bitFlyer Holdings:

We are very pleased to announce our partnership with DJT, a leader in blockchain games and NFTs, which has become the killer blockchain content following crypto asset. By entering NFT-related businesses, bitFlyer group aims to boost the blockchain industry and provide NFT-related services that deliver a positive experience for our customers.

■About bitFlyer Holdings, Inc.



As the crypto asset and blockchain company, bitFlyer Holdings operates a global crypto asset exchange with over 2.5 million customers in Japan, the US, and the EU under its umbrella, driven by its mission of "Simplify the world with blockchain." We are also promoting the social implementation of blockchain by utilizing our independently developed enterprise blockchain "miyabi."

bitFlyer group continues to take on the challenge of using technology to solve complex social issues and make the lives of people around the world more convenient and enriched.

Company Name: bitFlyer Holdings, Inc.

Headquarters: Midtown Tower, 9-7-1 Akasaka, Minato-ku, Tokyo

Representative: President, Kuniyoshi Hayashi

Business Overview: Crypto asset exchange and blockchain business operator

Website: <https://bitflyer.com/en-jp/>

- About double jump.tokyo, Inc.



Founded in 2018, double jump.tokyo is the leading startup in Japan that specializes in developing blockchain games and providing NFT solutions for enterprises. It has developed popular blockchain games such as “My Crypto Heroes” which achieved top No.1 rankings for ETH transactions. double jump.tokyo also operates “MCH+” its blockchain game developer support program, “NFT PLUS,” its NFT business solutions services, and “N-Suite” its enterprise NFT management software.

Representative: Hironobu Ueno

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