



Press Release

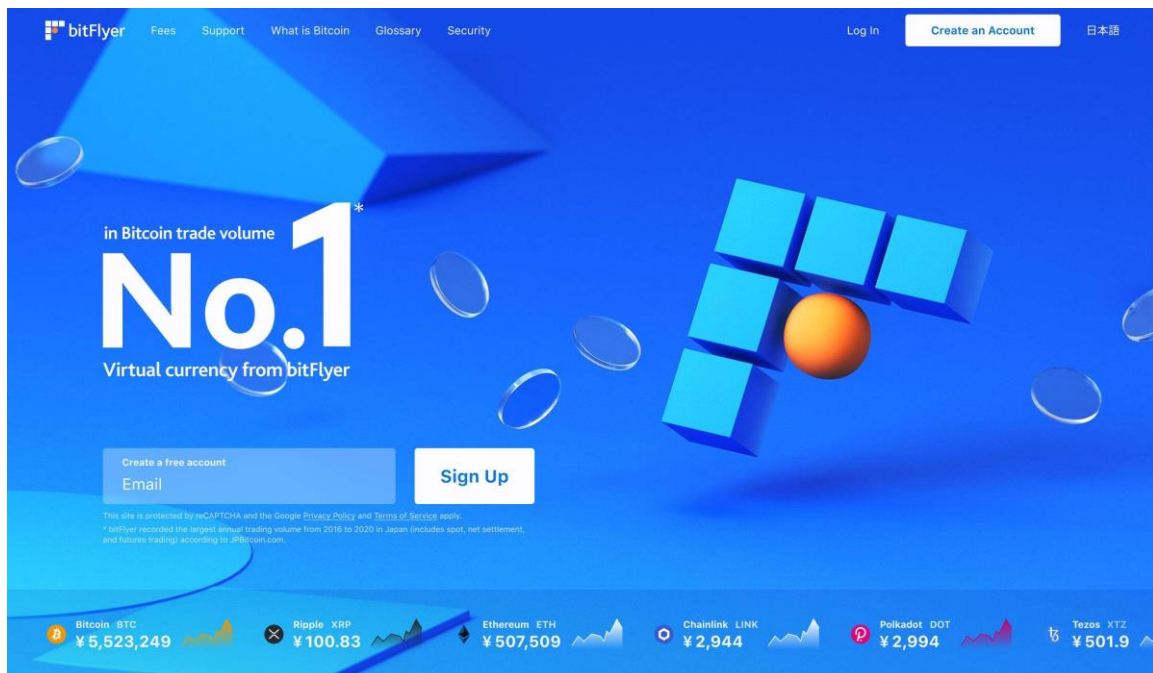
December 16, 2021
bitFlyer Holdings, Inc.
bitFlyer, Inc.

bitFlyer Group Carries Out First Major Revamp of Service Website Since Founding and Updates Logo

The group companies that are affiliated with bitFlyer Holdings, Inc. (bitFlyer, Inc., bitFlyer Blockchain, Inc., bitFlyer USA, Inc., and bitFlyer EUROPE S.A.) are undergoing their first rebranding process since being founded.

Today, as the first step of this process, we have completed a major revamp of the home page of the service website for bitFlyer, which operates a cryptocurrency (virtual currency) exchange that has had the No. 1*1 bitcoin trading volume in Japan for 5 consecutive years.

In addition, we have brushed up the brand logo for the bitFlyer group that our founder Mr. Kano created.



This is our first service website revamp and brand logo update since bitFlyer, Inc. was founded in 2014. Given the increased interest in blockchain, which is the foundational technology behind bitcoin and other forms of cryptocurrency and cryptoassets, we are defining the new bitFlyer brand and revising the design of our service website, which is our closest point of contact with our customers, in order to provide a unified, intuitive user experience that is easy to understand across the globe. The bitFlyer group will go

beyond this home page design revamp and continue to strive toward the renewal and improvement of the design of the website as a whole, including pages for overseas users, based on our management policies that place the UI/UX*2 from our customers' perspective as the top priority.

The following are the key points regarding the revamped service website and brand logo.

■Key Points Regarding the New Home Page Design for the bitFlyer Service Website

<The Industry's Leading Website That Can Be Used With Peace of Mind, Whether You Are a Beginner or Professional Virtual Currency Investor>

Based on our desire to offer services that can be used by a wide range of customers, from beginners to professionals in the field of cryptoasset investment, we aimed for a design that gives everybody the impression that it is “even more trustworthy” and “easy to understand.” While placing emphasis on the 2 major elements of “being the industry leader” and “being safe and reliable,” we defined “trustworthiness” as our main point of appeal. This represents the fact that we have been racing ahead of the pack as the industry leader since our founding in 2014 through a combination of safety/reliability and innovation.

With regard to visual elements of the design, we have created a bright, vivid impression by heavily featuring our corporate color of blue, while also focusing on the intuitive functionality of each button, whether on the web or through the app. In addition, we have completed a design that can be interpreted in a universal manner, given that we are the only cryptoasset exchange from Japan that conducts business from offices in Japan, the US, and the EU. We proactively incorporated 3D illustrations into our key icons, including our logo, to express our potential to grow further by leaps and bounds.

■Key Points Regarding the New Brand Logo for the bitFlyer Group

<Characteristics of the New Brand Logo>

There were 3 ideas hidden inside the old logo that our founder Mr. Kano created: blocks and a coin, the letter F of the alphabet, and the shape of a flying wing. These symbols have been carried over into the new logo. In terms of the font, we made improvements so that the logo can be read comfortably even when its size is small or it has been printed, without losing its conventional appearance that has already become familiar. Given that our customers tend to access bitFlyer's services through digital devices these days, we placed importance on how easy the logo can be seen on digital screens.

• Colors

We updated the colors to be more bright and vibrant, without changing the tint of the colors.

- Font

We developed an original font for bitFlyer. With the awareness that this website attracts a lot of traffic, we have made the font reminiscent of existing fonts that are already installed on various devices, despite being an original font. The logo for bitFlyer had been distinctive for its geometric characters to begin with, but we have made the font easier to read and feel familiar with, while maintaining its original air.

In order to adapt to the changes and needs of our customers so that we can provide satisfaction to a wide range of people, the bitFlyer group as a whole will continue to implement various improvements moving forward.



2014 – 2021



2021 –

[About the bitFlyer Group]

As a business that is involved with cryptoassets and blockchain, the bitFlyer group operates a global cryptoasset exchange with over 2.5 million users*³ in Japan, the United States, and the European Union based on the mission of “Making the world easier through blockchain.” We also utilize miyabi, the blockchain for enterprises that our company has developed independently, to promote the adoption of blockchain in society. The bitFlyer group continues to challenge itself to make the lives of people around the world more convenient and enriched by resolving social issues using technology.

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

*¹ This is based on research by a website that provides information about bitcoin in Japanese regarding annual transaction volumes among Japanese cryptoasset exchange businesses between 2016 and 2020 (including settlements of differences and futures transactions).

*² UI is an abbreviation for “User Interface” and generally refers to points of contact that connect users with a product. UX is an abbreviation for “User eXperience” and refers to the entire experience that a user goes through with regard to a product or service.

*³ This is a figure that was announced in March 2020 as the sum of accounts that were created for the Japan, US, and EU offices of the bitFlyer group. bitFlyer, Inc. does not carry out any activities that would position it as an intermediary for bitFlyer USA, Inc. or bitFlyer EUROPE S.A.

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