

May 23, 2022

Press Release

bitFlyer, Inc.
APLUS Co., Ltd.

"bitFlyer Credit Card": 2 Special Offers Available
- "10% Cashback in Bitcoin for Newcomers" & "Dear Loyal Users! 1,000 Yen Worth of Bitcoin Up for Grabs" -

bitFlyer Inc. (Headquarters: Minato-ku, Tokyo; Representative Director: Masaaki Seki; hereinafter "bitFlyer"), operator of one of the largest crypto asset exchanges in Japan and Shinsei Bank Group company APLUS Co., Ltd. (Tokyo headquarters: Chiyoda-ku, Tokyo; Representative Director and President: Tetsuro Shimizu; hereinafter "APLUS") will undertake new campaigns, beginning today, aimed at gaining new members for Japan's first credit card that earns Bitcoin*¹, bitFlyer Credit Card*², which launched in December 2021 and has received many applications. At the same time, the companies will roll out a plan that awards Bitcoin to existing customers via drawing.



The banner features a blue background with white and yellow text. At the top, it reads "bitFlyer クレカ 2 大特典 キャンペーン" (bitFlyer Credit Card 2 Big Special Offers Campaign). Below this, two main offers are highlighted in white boxes with blue borders. The left offer is for "新規の方" (Newcomers), stating "新規申込 (カード発行) 先着10,000名様へ" (New applications (card issuance) for the first 10,000 applicants) and "ビットコイン 10%還元 (上限あり)" (Bitcoin 10% cashback (limit applies)). The right offer is for "カードをお持ちの方" (Cardholders), stating "抽選で1,000名様へ 1万円以上のお買い上げで" (Drawing for 1,000 users with a purchase of 10,000 yen or more) and "ビットコイン 1,000円 相当当たる" (Bitcoin 1,000 yen equivalent). The bitFlyer logo and the campaign dates "開催期間：2022年5月23日(月)～7月10日(日)" (Event period: May 23, 2022 (Monday) to July 10, 2022 (Sunday)) are at the bottom.

bitFlyer Credit Card lets users automatically earn Bitcoin based on usage amounts during everyday shopping, payment of utility bills, and so on. The service received over 10,000 applications in just three days upon launching in December of last year, and has earned enthusiastic support from customers.

Bitcoins earned through the use of bitFlyer Credit Card can be easily sold with bitFlyer. The service was born from a wish to make crypto assets familiar to customers who have not yet started investing in crypto assets, as well as those already investing in crypto assets such as Bitcoin.

With "Simplify the world with blockchain." as its mission, bitFlyer will continue adapting to changes in the world and actively developing the innovative services that customers demand.

Details of the campaign are as follows.

■ Campaign title

2 Special Offers for "bitFlyer Credit Card": 10% Cashback in Bitcoin & 1,000 Yen Worth of Bitcoin Up for Grabs!

■ Campaign period (Japan time)

Monday, May 23, 2022 to 11:59 pm, Sunday, July 10, 2022

■ Campaign overview

Meet the following conditions during the campaign period to automatically participate in the campaign. However, please note that you will only be eligible for one of the two rewards.

[For Users Who Have Not Applied for "bitFlyer Credit Card"*A]

The first 10,000 users to apply for "bitFlyer Credit Card" and use it during the campaign will get a 10% cashback on the money spent using the credit card during the campaign in Bitcoin*BC!

[For Users Who Already Have "bitFlyer Credit Card"*D]

Spend 10,000 yen (including tax) or more using "bitFlyer Credit Card" during the campaign and get a chance to win 1,000 yen worth of Bitcoin*C. The reward will be given to 1,000 users chosen by lottery, and every 10,000 yen (including tax) in spending will entitle you to one entry.

*A Users who do not possess "bitFlyer Credit Card" as of May 23, 2022.

*B The maximum reward for each user is 1,000 yen worth of Bitcoin.

*C The point exchange rate for "bitFlyer Credit Card" on the month (confirmed on the 20th) on which the reward is given shall apply.

*D Users who already possess "bitFlyer Credit Card" as of May 23, 2022.

■ Note

- Each user may only apply for 1 "bitFlyer Credit Card". Users who already have bitFlyer Account may not apply for another card.
- Users are required to complete an identity verification before applying for "bitFlyer Credit Card" and trading in digital assets.
- "bitFlyer Credit Card" may take up to 2 weeks to be issued from the time of application. Please submit your application as soon as possible.

See details of the campaign here:

<https://bitflyer.com/ja-jp/cam/creditcard-202205>

[About bitFlyer Inc.]

Founded in 2014, bitFlyer has launched a global crypto asset trading business along with its sibling entities bitFlyer USA, Inc. and bitFlyer EUROPE S.A. that currently serves over 3.0 million customers*3. As a crypto assets exchange operator and a Type 1 Financial Instruments Business, bitFlyer hopes to provide a highly liquid crypto assets exchange that can satisfy as many customers as possible by continuing to expand and improve its services, driven by the mission of "Simplify the world with blockchain."

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

[About APLUS Co., Ltd.]

As a subsidiary of Shinsei Bank Group, APLUS offers financial services such as credit cards, buy now pay later, and payment services for general consumers. To serve customers' needs, APLUS will uphold the philosophy of "Customers Come First" as a part of SBI Group. As part of our business strategy to help Shinsei Bank Group achieve its mid-term goals, APLUS will pursue the co-creation of value within the group, build on our strengths and use technology to provide user-friendly services, and work towards achieving sustainability for further business growth.

Service site: <https://www.aplus.co.jp>

1 "bitFlyer Credit Card Points" from APLUS are earned at a prescribed cash-back rate through the use of card shopping. (Point total can be checked at NETstation APLUS until the completion of conversion to Bitcoin.) Earned bitFlyer Credit Card Points will be automatically exchanged for bitcoin and will accrue to users' bitFlyer accounts. Exchanged bitcoins can be checked on bitFlyer. The conversion rate from bitFlyer Credit Card Points to bitcoins will be the rate on the day of exchange (around the 20th of every month).

*2 "bitFlyer Credit Card" is only available in Mastercard®.

*3 The number of accounts created at the bitFlyer Group's three bases in Japan, the United States, and Europe, reported in May 2022. bitFlyer does not perform mediation for transactions with bitFlyer USA, Inc. and bitFlyer EUROPE S.A.

Mastercard is a registered trademark of Mastercard International Incorporated, and the design with two circles is a trademark of the company.

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