

**Social Action for Bitcoin Pizza Day**

— bitFlyer provides approximately 1,000 pizzas free of charge to children's homes in the 23 wards of Tokyo —



In celebration of “Bitcoin Pizza Day”, bitFlyer, Inc. (Head office: Minato-ku, Tokyo; Representative Director: Yuzo Kano; hereinafter referred to as “bitFlyer”) has provided approximately 1,000 free pizzas to Tokyo-based children’s foster care facilities.

On Bitcoin Pizza Day the crypto asset industry celebrates the anniversary of the first day in history when Bitcoin was used to pay for a pizza delivery on May 22nd, 2010, making it the first day in history that Bitcoin had value as a currency.

Through the initiative, bitFlyer looks to make the industry's special day known to the wider society while also contributing to the local community as a token of gratitude as the company celebrates 10 years in business this year. Furthermore, bitFlyer hopes that offering the pizzas will give the children an opportunity to develop interest in crypto assets and web3.

bitFlyer will continue its efforts to launch initiatives to communicate the appeal of the crypto industry and crypto assets to the public, as well as support local communities.

## **What Happened on Bitcoin Pizza Day?**

On May 22nd, 2010, a programmer in Florida paid 10,000 bitcoins for a delivery of two pizzas. In the crypto asset industry, on this day many people gather to celebrate over pizza as the first day in history that Bitcoin had economical value. At the time the 10,000 bitcoins were worth ¥2,200. However, in terms of today's price, the value is over \$100 billion, showing the extraordinary increase in the value of Bitcoin in the past 14 years.

## **Time and Date**

Wednesday, May 22nd, 2024, 3:30 – 4:30 pm

## **Where the Pizzas were Delivered**

A total of 1,001 pizzas were provided to 1,001 children living in 29 children's homes around Tokyo. Yuzo Kano, Representative Director and CEO of bitFlyer, visited "Hiroo Friends" in Shibuya Ward and personally delivered 60 pizzas to the children.

## **About Hiroo Friends**

Founded in 1876, Hiroo Friends is a historic children's care facility and is home to around 40 children. Mr. Kano has a close relationship with the facility, having visited in the past during his social activities when he was working for a foreign securities company.

### **About bitFlyer, Inc.**

bitFlyer was founded in 2014 with the mission to "Simplify the World with Blockchain" and has developed its crypto asset trading business globally with its group companies bitFlyer USA, Inc. and bitFlyer EUROPE S.A.

bitFlyer has achieved the highest customer satisfaction\* thanks to the patronage of its customers.

As a crypto asset exchange operator and a type 1 financial instruments trade operator, bitFlyer continues to expand and improve its services and aims to provide a highly liquid crypto asset exchange that satisfies as many customers as possible.

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

\*Survey: November 2022 Market Research on Crypto Asset Exchange Services  
Research Organization: Japan Marketing Research Organization  
Survey period: November 11, 2022 - November 25, 2022

**Disclaimer (Please read carefully):**

- Crypto assets are not a legal tender.
- Crypto assets may be used to settle a payment only in the event that the person receiving the payment agrees.
- Buying/selling crypto assets or exchanging them for other crypto assets are transactions which may result in losses incurred from price fluctuations of crypto assets. It is possible that the price of crypto assets declines due to influences from changes in balance of supply and demand, trends on prices of goods, currencies and other markets, as well as changes in situation related to crypto assets.
- Trading with over-the-counter crypto asset derivatives may cause losses, because their trading price may fluctuate in either way due to influence from changes in balance of supply and demand of over-the-counter crypto asset derivatives on our platform as well as indirect influence from price changes of the crypto assets referred by those over-the-counter crypto asset derivatives.
- Over-the-counter crypto asset derivative trades are trades in which the notional amount, which is the product of the trading price and the open interest volume, can be larger than the amount of the margin deposit. Therefore, the amount of loss incurred may be larger than the amount of margin deposit if the notional amount fluctuates to a greater extent than the amount of margin deposit to your disadvantage due to changes in balance of supply and demand of over-the-counter crypto asset derivatives or price fluctuations of the crypto assets referred by the derivatives.
- The margin deposit size for over-the-counter crypto assets derivatives must be no less than 50% of the notional amount, while the notional amount must be no more than 2 times the margin deposit. (Both for individual customers.) More information can be found on our "[What is bitFlyer Crypto CFD?](#)" page.
- When making purchases or sales of crypto assets on Buy/Sell, or exchanging them for other crypto assets, customers bear the spread. The spread is the difference between the purchase and selling prices. The fees incurred when buying or selling crypto assets, exchanging them for other crypto assets or over-the-counter crypto asset derivatives as well as the calculation methods for the corresponding fees can be found on our "[Fees and Taxes](#)" page.
- Over-the-counter crypto asset derivatives are negotiated transactions between you and bitFlyer, Inc. which is the counterparty for you on those derivatives.
- You should thoroughly read and understand all of our documents that require user agreement. Trade at your own risk and judgment.

bitFlyer, Inc.

Director-General of the Kanto Finance Bureau No. 00003

Financial Instruments Business Kanto Local Finance Bureau (FIBO) No. 3294

Member of Japan Virtual and Crypto asset Exchange Association, which is Certified Association for Payment Service Providers as well as Financial Instruments Firms Association

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