

**bitFlyer Achieves 1 Trillion Yen Milestone in Total Assets Under Custody
– The First in Japan**

bitFlyer, Inc. (Head office: Minato-ku, Tokyo; Representative Director: Yuzo Kano; hereinafter referred to as “bitFlyer”) is pleased to announce that customer assets held with the company have surpassed 1 trillion yen*1. This achievement marks the first time a domestic crypto asset exchange has reached this milestone*2. Going forward, bitFlyer remains committed to enhancing its services to provide a secure and reliable platform for customers.



Service Highlights

To meet diverse customer needs, bitFlyer provides a broad range of crypto asset trading services. These include the user-friendly bitFlyer Buy/Sell for first-time traders, bitFlyer Lightning with advanced features for professional users and specialized orders, and bitFlyer Crypto CFD for efficient leveraged trading through collateral deposits. Surpassing 1 trillion yen in customer assets reflects the trust that users place in bitFlyer’s comprehensive crypto asset platform, and the company extends its gratitude for this continued support.

bitFlyer’s Position in the Wider Industry

According to monthly statistics from the Japan Virtual and Crypto assets Exchange Association, total assets in the industry amounted to 2.6209 trillion yen as of the end of September 2024. At that time, bitFlyer's assets under custody represented approximately 30% of the market, establishing the company as the largest in Japan*2.

Message from Representative Director & CEO Yuzo Kano



I extend my heartfelt gratitude for the trust placed in our services, resulting in a landmark achievement of 1 trillion yen in customer assets — a first for a domestic exchange. Since bitFlyer’s founding in 2014, security has been our top management priority, and we are proud to have operated to date without any hacking incidents. We remain committed to building a platform that customers can trust and use with confidence.

This year also marks bitFlyer’s 10th anniversary, and we are especially pleased to reach the 1 trillion yen milestone in this commemorative year. This asset level is comparable to the deposit balance of several regional banks*3, reflecting our position as a trusted institution alongside traditional financial entities. In a time when few in Japan were aware of Bitcoin, we launched our business and worked alongside the government to build a trusted industry. Today, we have grown to over 10 million crypto asset accounts in Japan, with many users utilizing our services daily.

At the same time, we still see substantial growth potential. Japan’s total household financial assets stand at 2,212 trillion yen*4, meaning crypto asset holdings represent only a fraction of this wealth. In the U.S. and Canada, Bitcoin spot ETFs have been introduced, sparking inflows from traditional financial markets into the crypto space. We expect similar developments in Japan soon, which could catalyze significant growth in the crypto asset market.

bitFlyer will continue to provide a liquid and accessible trading environment, striving to be a platform that serves an even larger customer base. As a custodian of our customers’ valuable assets, we are dedicated to fulfilling our social responsibility by delivering a safe and reliable service.

*1 As of November 14th, 2024

*2 Based on statistical information published by the Japan Virtual and Crypto assets Exchange Association and asset data published by domestic crypto asset exchanges, aggregated by bitFlyer

*3 Source: Data by the Regional Banks Association of Japan (as of March 2024)

*4 Source: Bank of Japan, “Flow of Funds” statistics (preliminary figures from April to June 2024)

About the bitFlyer Group

Founded in 2014 with the mission to "Simplify the World with Blockchain", bitFlyer has achieved the No. 1* in Bitcoin trading volume in Japan for eight consecutive years thanks to the patronage of its customers. The company has developed its crypto asset trading business globally with its group companies bitFlyer USA, Inc. and bitFlyer EUROPE S.A. bitFlyer Blockchain, Inc. has developed and is offering its proprietary blockchain platform, Miyabi, which is being utilized as the underlying infrastructure for tokens listed on crypto asset exchanges. Additionally, Custodiem, Inc. is preparing to launch a new crypto custody business, anticipating the increasing demand from institutional investors entering the crypto asset market. By harnessing synergies across the group to expand globally within the web3 ecosystem, the Group is striving to become Asia's leading web3 company.

Official website: <https://bitflyer.com>

*Annual trading volume, including contract for difference trading and futures trading, among domestic crypto asset exchange operators from 2016 to 2023.

(This data was aggregated by bitFlyer based on statistical information published by the Japan Virtual and Crypto assets Exchange Association and trading data disclosed by domestic crypto asset exchange operators. For the statistical information from the Japan Virtual and Crypto assets Exchange Association, data from 2018 onwards was referenced.)

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

Media Inquiries

PR team, bitFlyer, Inc.

Midtown Tower, 9-7-1 Akasaka, Minato-ku, Tokyo 107-6233

HP: <https://bitflyer.com> Contact: <https://bitflyer.com/en-jp/Contact>