



January 21st, 2025
bitFlyer, Inc.

Commemorating President Trump's Inauguration! Launch of the "100-Day Challenge"

—Bringing the Benefits of Crypto Assets to the People—

In tandem with the momentous "First 100 Days" — a critical period marking the inauguration of President Trump in the United States, where policies and leadership take center stage — bitFlyer, Inc. (Head Office: Minato-ku, Tokyo; Representative Director: Yuzo Kano; hereinafter "bitFlyer") proudly launches the "100-Day Challenge" today, unveiling 15 exclusive campaigns and new services over the next 100 days.

Kicking off the "100-Day Challenge" is the "9 Years Consecutive No. 1* in Bitcoin Trading Volume Celebration Campaign", starting today. This campaign invites all customers to trade Bitcoin on bitFlyer during the promotion period and enjoy the opportunity to celebrate this incredible milestone together.

Introducing bitFlyer's "100-Day Challenge"

In the United States, the 100 days following a presidential inauguration are recognized as the "First 100 Days"—a pivotal period when new policies and leadership are put to the test. To commemorate the inauguration of President Trump, a strong advocate for crypto assets, bitFlyer is excited to launch the "100-Day Challenge." This initiative aims to spark greater engagement with crypto assets by rolling out 15 exclusive campaigns and new services over 100 days, starting today.

Duration: 100 days from Tuesday, January 21st, 2025 – Wednesday, April 30th, 2025

Details: A series of 15 symbolic campaigns and new services will be unveiled on a weekly basis throughout the period.

9 Years Consecutive No. 1 in Bitcoin Trading Volume Celebration Campaign

In 2024, bitFlyer achieved the No. 1 annual Bitcoin trading volume in Japan, marking the ninth consecutive year maintaining the top position. This remarkable milestone was made possible through the continued support of its valued customers.

To commemorate this achievement, bitFlyer is holding a special campaign. From today until Wednesday, January 29th, 2025, customers who purchase at least JPY 10,000 worth of Bitcoin on bitFlyer's Buy/Sell will be entered into a raffle, where 10 winners will receive Bitcoin worth JPY 90,000. Details can be found on the campaign post on bitFlyer's official X account (@bitFlyer).

* Annual trading volume, including contract for difference (CFD) and futures trading, among domestic cryptocurrency exchange operators from 2016 to 2024. Aggregated by our company based on the statistical data published by the Japan Virtual and Crypto assets Exchange Association (JVCEA) and transaction data disclosed by domestic cryptocurrency exchange operators. The JVCEA statistics used are those published from 2018 onwards.

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 nine 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>

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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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