

February 14th, 2025  
bitFlyer, Inc.

**bitFlyer Announces Sponsorship of Signature Pavilion "null<sup>2</sup>"  
at Expo 2025 Osaka, Kansai, Japan**

bitFlyer, Inc. (Head office: Minato-ku, Tokyo; Representative Director: Yuzo Kano; hereinafter referred to as "bitFlyer") is proud to announce its sponsorship of the "null<sup>2</sup>" pavilion, produced by media artist Yoichi Ochiai, as part of the Signature Pavilion project at Expo 2025 Osaka, Kansai, Japan (hereafter: "Expo 2025"). The "null<sup>2</sup>" pavilion will feature "MirroredBody ®"—digital avatars utilizing NFTs—as the centerpiece of the experience, highlighting innovative applications of blockchain technology.

Through its sponsorship of "null<sup>2</sup>," bitFlyer remains committed to its long-standing mission to "Simplify the World with Blockchain."



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**About "null<sup>2</sup>"**

"null<sup>2</sup>" is one of the Signature Pavilions at Expo 2025, a major representative project of the event. Produced by media artist Yoichi Ochiai, the pavilion is themed around "Forging Lives." Visitors will have the unique opportunity to generate "MirroredBody ®"—digital avatars of themselves in the form of NFTs—and interact with them, offering an entirely new kind of experience. The name "null" originates from programming and database terminology, where it signifies "no value" or "nonexistence." Thus, "null<sup>2</sup>" represents "an unprecedented experience that has never existed before." Additionally, the pavilion's exterior is covered with a mirrored membrane that gives it a fluid, wavering appearance—evoking the smooth, seamless motion in the context of digital interfaces and devices that is often described as "nuru-nuru" (ヌルヌル) in Japanese.

## About bitFlyer's Sponsorship

The "MirroredBody®" concept envisioned by Yoichi Ochiai aims to become the "ultimate ID"—a blockchain-powered system that seamlessly integrates personal identification and data. This emerging field, known as Decentralized Identity (DID), is reshaping how individuals manage and verify their information, eliminating the need for third-party intermediaries. This bold innovation aligns perfectly with bitFlyer's mission: "Simplify the World with Blockchain." By sponsoring "null²", bitFlyer is not only supporting Yoichi Ochiai's innovative project but also enabling more people to experience firsthand the power and convenience of blockchain technology. Through this, bitFlyer aims to also contribute to the further growth of the crypto asset industry.

## About Expo 2025

Theme: Designing Future Society for Our Lives

Concept: People's Living Lab (A laboratory for a future society)

Schedule: Sunday, April 13th, 2025 to Monday, October 13th, 2025

Venue: Yumeshima, Osaka

Expected number of visitors: approx. 28.2 million

## Remarks

For details about Expo 2025, please visit the official website:

<https://www.expo2025.or.jp/>

For details about "null²", please visit the following URL:

<https://expo2025.digitalnatureandarts.or.jp/>

## 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>

\*Annual trading volume, including contract for difference trading and futures trading, among domestic crypto asset exchange operators from 2016 to 2024.

(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

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