

**Celebrating with Children: The Day Bitcoin Became Money**  
**1,000 Pizzas Donated Free of Charge to Children's Homes in Tokyo**  
**— Continuing Our Annual CSR Contribution for Bitcoin Pizza Day —**

bitFlyer, Inc. (Head office: Minato-ku, Tokyo; Representative Director: Yuzo Kano; hereinafter referred to as “bitFlyer”) has donated a total of 1,000 pizzas free of charge to 44 children's homes in Tokyo in celebration of Bitcoin Pizza Day on May 22nd.

This event is celebrated annually on the same day that, in 2010, two pizzas were purchased with Bitcoin—an event that has become a symbolic milestone, marking the first time a crypto asset held value as money. By sharing this day with children, the initiative aims to gently spark their curiosity about finance. bitFlyer will continue to contribute to improvement of financial literacy and social issues through initiatives like this, supporting the children who will shape our future.



**What is Bitcoin Pizza Day?**

On May 22nd, 2010, a programmer living in Florida, USA, paid 10,000 bitcoins to purchase two delivery pizzas. This event is recorded as the first instance of Bitcoin being used as a means of payment, making it a historic day when crypto assets first gained economic value. To commemorate this event, the crypto industry celebrates May 22nd each year as “Bitcoin Pizza Day”, a day on which people gather and enjoy pizza together.

At the time, 10,000 bitcoins were worth around ¥2,200, but at today's value\*, that amount has grown to approximately ¥156 billion, making the day a powerful reminder of Bitcoin's growth in value.

### **This Year's Initiative**

Date: Thursday, May 22nd, 2025

Details: A total of 1,000 pizzas donated free of charge to 44 children's homes across Tokyo

Purpose: Raise awareness of Bitcoin Pizza Day, give back to local communities, and offer children a chance to learn about finance

### **Direct Pizza Delivery to Hiroo Friends**

Among the facilities that received pizza this year was Hiroo Friends, a children's home located in Shibuya, Tokyo. As in the previous year, Yuzo Kano, Representative Director of bitFlyer, personally visited the facility to deliver pizzas to the children.

Hiroo Friends is a historic institution founded in 1876, and currently houses about 40 children. Kano has visited this facility before through previous social contribution activities, making it a place of personal significance.

Here is a message from Yoshiko Takahashi, Vice Director of Hiroo Friends:

"Thank you once again for providing pizzas for the children this year. Pizza is one of their favorite foods, so I'm sure they'll be just as delighted as they were last year. Children don't often have opportunities to engage with topics like finance, so I hope this initiative sparks their interest in Bitcoin and financial matters."

### **With Support from PIZZAREVO — Spreading Smiles Around the World**



The pizzas were provided by PIZZAREVO Co., Ltd., based in Fukuoka City, which also supported bitFlyer's initiative last year. The company proposed a selection of pizzas popular among children, including Margherita, Quattro Formaggi, and two other varieties, all delivered to the homes.

Here is a message from PIZZAREVO:

"It is an honor to participate in such a meaningful initiative. Our mission is to 'Spread Smiles Around the World.' We hope our delicious pizzas brought joy to the children and

made the mealtime fun. We crafted these PIZZAREVO pizzas with care for Bitcoin Pizza Day, and we hope they made the day extra special.”

\* As of May 22, 2025

### 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.

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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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