

INCJ to make additional investment in Coiney, Inc.

Tokyo, February 6, 2017 – Innovation Network Corporation of Japan (INCJ) announced today its decision to make an additional investment in Coiney, Inc. (Coiney), a company which provides credit card payment services using smartphone and tablet terminals. INCJ will make an additional investment of up to 200 million JPY to provide necessary funding for future business development. SBI Investment Co., Ltd. ^{*1} and DentsuDigital Holdings, Inc., ^{*2} will also invest in Coiney for the first time.

^{*1, *2}: via a fund

Coiney was established in 2012 as a venture company providing a credit card payment service. Currently, Coiney provides two services, the original payment service in-store and a new service available since August 2016 which provides online payments. The services enable payments to be processed swiftly and easily.

INCJ's additional investment will provide the funding to promote further business growth. The following initiatives will be implemented:

1. Collaboration with regional banks and credit unions to further strengthen regional development of in-store payment services
2. Analysis of store business using a unique AI algorithm to process data accumulated through the use of payment services. This information can be provided to regional banks and credit unions and can be used for financial screening.

Although the payments business is fundamental to certain industries, in Japan, the trend towards cashless is relatively behind other markets. As the cashless trend spreads to small- and medium-sized businesses and local businesses, Coiney's services are expected to contribute to regional revitalization including by catering to inbound demand.

INCJ decided to invest in Coiney in October 2013. Going forward, INCJ will continue to support Coiney through business strategy planning and the dispatch of external directors, to

promote cashless payments and drive regional economic revitalization. Additionally, INCJ hopes that this will lead to the revitalization of commercial transactions and the creation of new businesses in Japan.

Reference

INCJ issued the following news release on October 28 2013 (Japanese only) :
“INCJ to invest in Coiney, Inc., a company developing a payment business using smartphones” <http://www.incj.co.jp/PDF/1418030297.01.pdf>

About Coiney, Inc.

Established	March 2012
Business Outline	Payment service
Headquarters	Shibuya-ku, Tokyo
Representative	Naoko Samata
URL	http://coiney.com/

About Innovation Network Corporation of Japan (INCJ)

INCJ was established in July 2009 as a public-private investment company that provides financial, technological and management support for next-generation businesses. INCJ specifically supports those projects that combine technologies and varied expertise across industries and materialize open innovation. INCJ has the capacity to invest up to JPY2 trillion (approx. US\$20 billion).

INCJ's management team is drawn from the private sector with diverse experience in investment, technologies and management. Through its Innovation Network Committee, INCJ assesses investment opportunities that contribute to industrial innovation in Japan in line with criteria set by the government.

Press contacts:

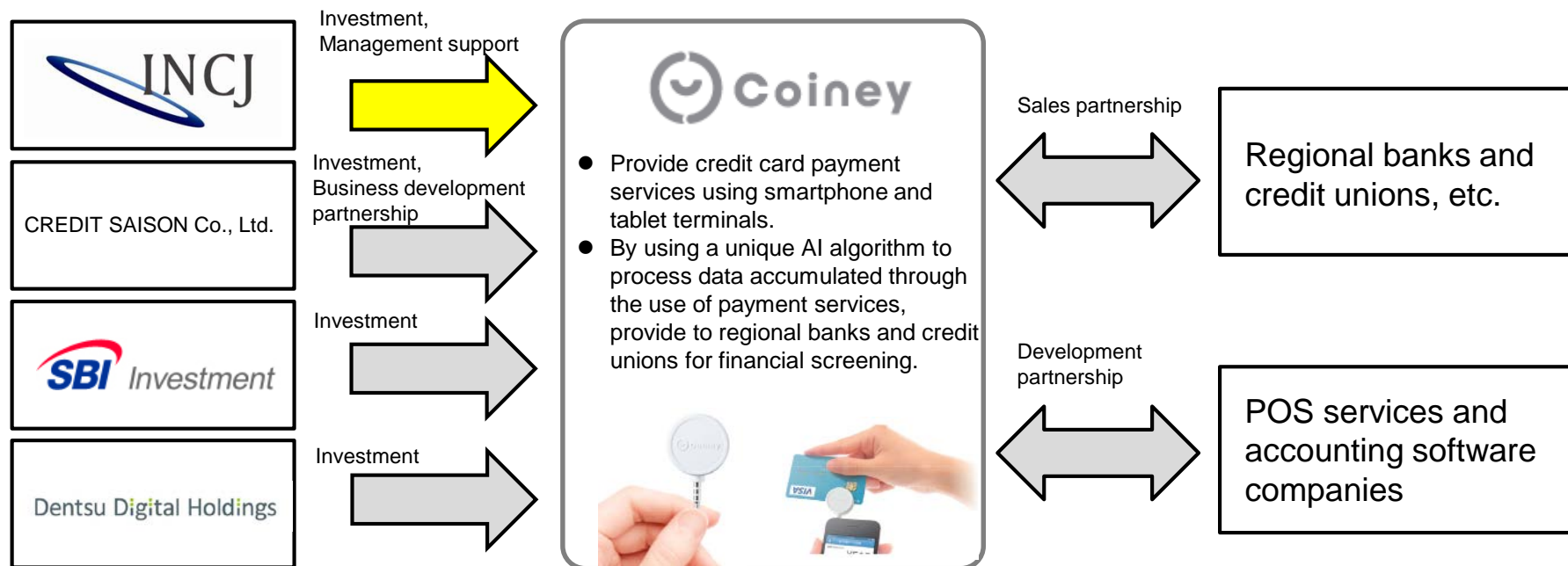
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Target : Coiny, Inc.

Outline : Development and sales of credit card reader and application using smartphone and tablet terminals

Authorized investment : ¥800 million (maximum) / ¥200 million (maximum)

Date of announcement : October 28, 2013 / February 6, 2017



- By improving the payment process, the basis of many industries, we can expect the revitalization of commercial transactions and the creation of new businesses in Japan.
- By providing the opportunity to introduce credit card payment in the small and medium-sized businesses and local businesses, INCJ hopes to contribute to regional revitalization including by catering to inbound demand.
- Join with major corporations to develop a new business model and technology held by a start-up company