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For General Release

Information Services International-Dentsu, Ltd.

ISID Becomes Microsoft BizSpark Network Partner

Offering Free Cloud Environments and Development Tools for FinTech Startups

Information Services International-Dentsu, Ltd. (Headquarters: Minato-ku, Tokyo; President: Setsuo Kamai; “ISID”) becomes a Microsoft BizSpark Network Partner with the aim to support the growth of FinTech startups. This will permit ISID to offer the Microsoft BizSpark startup support program, which allows ISID to use Microsoft cloud environments and development tools for free of charge for three years.

ISID has already been engaged in investing in FinTech startups and supporting businesses, and has worked with Mitsubishi Estate Company, Ltd., and Dentsu, Inc., in opening “FINOLAB,” the first FinTech industry base in Japan, in the Otemachi area since February 2016. As of July 2016, 30 promising FinTech startup companies have moved into FINOLAB, and several collaborative projects have started in conjunction with financial institutions.

ISID will offer the program as part of its support for FinTech startups, including those in FINOLAB. Participating partners of the program are able to make their own decisions on where their support goes, making this one of the means of supporting startup business growth in a flexible and speedy manner.

■Microsoft BizSpark■

Microsoft BizSpark is a supporting program for startup businesses offered by Microsoft. BizSpark targets startups that have been in operation for less than five years, as well as entrepreneurs who aim to incorporate. Microsoft BizSpark offers them the Microsoft development tools and other software, cloud environments, and technical support required to start a business, free of charge for three years.

URL: <https://www.microsoft.com/ja-jp/ventures/BizSpark.aspx>

■About FINOLAB■

ISID opened the FinTech Center of Tokyo Fino Lab (“Fino Lab”), Japan’s first FinTech industry base to support and accelerate the growth of FinTech startup companies, in collaboration with Mitsubishi Estate Co., Ltd. and Dentsu Inc. on February 1, 2016.

Fino Lab is a collaborative venue where FinTech startup companies and professionals from various industries supporting their growth can gather, as well as conducting these activities themselves, leading to its name. The lab is located in the Otemachi area, which is core to the Tokyo Global Financial Center concept, with ISID conducting overall activities. Specifically, we aims to discover promising startup companies, provide an environment and resources that they can concentrate on service development, conduct specialist mentoring, hold various types of events to foster the formation of an open community, and create opportunities for matching with investors and customers in Japan and overseas.

URL: <https://finolab.jp/>

Katsura Ito, managing director and general manager of Developer Evangelism Headquarters at Microsoft Japan Co., Ltd., commented, “Microsoft Japan Co., Ltd. welcomes ISiD with delight as a new Microsoft BizSpark Network Partner. ISiD’s participation will allow IT startup businesses participating in BizSpark to obtain deeper, more extensive technical and business support. Additionally, I believe that cooperation between ISiD, FinTech startup businesses and financial institutions will lead to open innovation for FinTech. Microsoft Japan will continue to make the BizSpark program available to startups, and work with ISiD to support the creation of innovative businesses.

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