

July 11, 2019

For General Release

Mitsubishi Estate Co., Ltd.
Information Services International-Dentsu, Ltd.

Joint Venture FINOLAB Inc., Established to Operate FinTech Hub —Combining Online Environment with Physical Facilities to Accelerate New Business Creation—

Mitsubishi Estate Co., Ltd. (President & Chief Executive Officer: Junichi Yoshida) and Information Services International-Dentsu, Ltd. (President and CEO: Ryoichi Nawa; hereinafter, “ISID”), announce the incorporation of the operational platform for The FinTech Center of Tokyo, FINOLAB (hereinafter, “FINOLAB”), a FinTech Hub that both companies have jointly operated for some time, and the establishment of FINOLAB Inc. (hereinafter, “the new company”), on July 11, 2019.

The new company will continue to manage and further strengthen the existing FINOLAB community, construct the FINOLAB SANDBOX (tentative name), a basis for business creation combining an online environment with physical facilities (scheduled to launch in February 2020) and establish an infrastructure for quickly introducing and evaluating the latest FinTech services created by startups as a first corporate user. This is expected to result in numerous innovations as well as to create a starting point for delivering services to the real world. With the establishment of the new company, a leading FinTech evangelist* in Japan, Makoto Shibata will be appointed as the Head of FINOLAB to further enhance community activities.


New logo

* A specialist whose function is to clearly communicate and enlighten the public regarding advanced technologies and services. The term “evangelist” has its origins in Christianity, however, in recent years it has become recognized as a new type of occupation in the IT industry.

Objective of New Company Establishment

FINOLAB was established by Mitsubishi Estate, ISID and Dentsu Inc. in February 2016 as Japan’s first FinTech Hub with the objective of building a FinTech ecosystem. In February 2017, it was relocated from its original location in the Tokyo Banker’s Association Building (at that time located in Marunouchi, Chiyoda-ku) to the Otemachi Building (Otemachi, Chiyoda-ku). It has now grown to be a community comprised of 49 startup members, 12 corporate members and over 500 individuals registered within the member companies.

When FINOLAB was first established, it was still early days for FinTech in Japan and collaborations between large corporations and FinTech startups were not common. Over the past few years, FinTech investment in Japan has grown significantly as services such as smartphone payments and asset management have expanded to the level of casual use by the general public. In line with the transition to a cashless economy promoted by the Japanese government, we will expect an acceleration of retailers, manufacturers,

telecom carriers and other industries entering more into financial services. While we expect to see further expansion in the FinTech market, we need to admit that Japan is still behind global market trends.

In light of this situation, through the establishment of the new company, Mitsubishi Estate and ISID are determined to further accelerate open innovation focused on FinTech, connecting with various industries and technology areas, establishing a framework that will lead to the rapid creation of new businesses.

About the FINOLAB SANDBOX Concept

The new company will create the FINOLAB SANDBOX, a new business creation platform that leverages web-based community tools and mobile apps, namely an online version of FINOLAB, through an experimental site that combines the real community and facility environment of the traditional FINOLAB. This test site will be used to establish a platform for the rapid introduction, evaluation and provision of feedback as an initial corporate user with regard to the variety of new services created by the community. By establishing a test site that meets the existing needs of FINOLAB members, the new company will attempt to resolve issues surrounding the social implementation of new services and further accelerate the creation of new businesses.

Based on this concept, the new company will move boldly forward with the creation of new businesses and innovation as it takes up the challenge of creating an environment in which peers can meet to learn about, discover and exalt in business creation.

Overview of New Company

Company name	FINOLAB Inc. (http://www.finolab.co.jp)
Established	July 11, 2019
Location	1-6-1 Otemachi, Chiyoda-ku, Tokyo
Capital	¥300 million
Shareholders	51% Mitsubishi Estate; 49% ISID
Representative	Chie Ito, CEO
Business	Support member company (startup and corporate member) FinTech initiatives and promote open innovation to develop Japan's FinTech ecosystem.

Overview of FINOLAB Community

- Name: The FinTech Center of Tokyo, FINOLAB
- URL : <http://finolab.tokyo>
- Location: Otemachi Building, 4th and 2nd floors, 1-6-1 Otemachi, Chiyoda-ku, Tokyo
- Startup members (49 companies as of July 1, 2019)
Authlete, Inc., AI inside Inc., AI Samurai Inc., AI ZEN JAPAN Co., Inc, MFS Inc., Emerada Co., Ltd., Ostiaries, Inc., Curfex Japan Inc, CAULIS INC., CurrencyPort Limited, CAMPFIRE, Inc., Crowd Cast, Ltd., Crowd Realty, Inc., Sasuke Financial Lab, inc., Shift Financial, Inc., justInCase, Inc.,

justInCase Technologies Inc., Scalar, Inc., Studio Ousia Inc., Snippet Finance Ltd., ThreatMetrix (A LexisNexis® Risk Solutions Company), Chaintope Inc., Tech Bureau Holdings, Corp., TransferWise Japan Co., Ltd.,

Navigator Platform Co., Ltd., Nayuta Inc., Japan Crowdfunding Council, BANQ Corporation, FOLIO Co., Ltd., Platfield Inc., Playbasis Pte Ltd, Port Holdings Limited, hokan, Inc., MoneySmart Inc., Moneythor Japan Co., Ltd., Moneytree KK., Money Forward, Inc. (MF KESSAI, Inc.), Preparatory Company for New Bank in Mozambique Co., Ltd., Unitedly Co., Ltd., Real World Games, Inc.,

Liquid Inc., Warrantee Inc., ONE Financial Co., LTD., OneMile Partners, Co. Ltd., others

➤ Corporate members (12 companies as of July 1, 2019)

FWD Fuji Life Insurance Company, Limited, KDDI Corporation, Sumitomo Life Insurance Company, Seven Bank, Ltd., Chubu Electric Power Co., Inc., Tokio Marine & Nichido Life Insurance Co., Ltd., Tokio Marine & Nichido Fire Insurance Co., Ltd., The Norinchukin Bank, The Higo Bank, Ltd., Fujitsu Limited, Mizuho Financial Group, Inc., MUFG Innovation Partners Co., Ltd.

Profile of Makoto Shibata

Co-founder of General Incorporated Association, FINOVATORS. Formerly a Principal Analyst and Head of Global Innovation Team of Digital Transformation Division at The Bank of Tokyo-Mitsubishi UFJ.

Executive Fellow at Japan Digital Design.

He was leading R&D initiatives of MUFG in emerging technology and innovation for over 20 years. Active as a leading evangelist of FinTech in Japan, he also served as a judge panel for various innovation competitions, including EFMA-Accenture Innovation Awards, Future Ideas, and FIBC.

He holds a Bachelor of Economics from University of Tokyo and a Master of Science in Development Economics from University of Oxford, where he recently stayed as an Academic Visitor.

Facility Interior

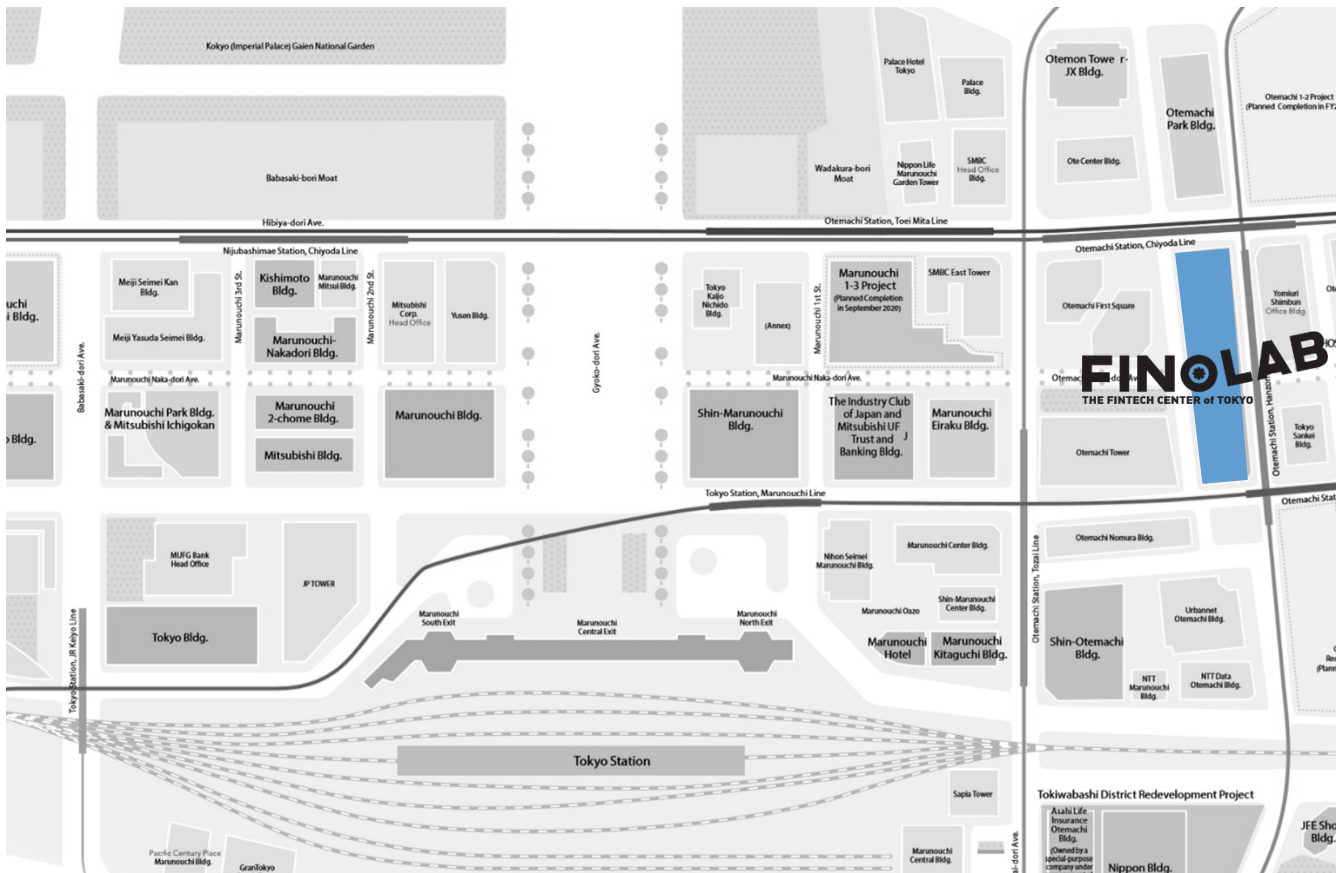


Entrance



Lounge

Map



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Note: Company and product names in this release are the trademark or registered trademark of each company respectively.