

Fintech Association of Japan Briefing Document

～For the Development of Fintech Business in Japan～

January 31, 2019

Predecessor of FAJ

We've been holding Events for exchanging information on fintech and networking on a regular basis since 2014.

Fintech Association of Japan was established in September 2015.

FINTECH MEETUP

<u>#01</u>	Oct. 16, 2014	Casual Meetup Event
<u>#02</u>	Nov. 26, 2014	Topic: "Fintech in Britain" (Supported by British Embassy) Mr. Mark Leaver - Creative / Digital Specialist Advisor
<u>#03</u>	Feb. 5, 2015	Topic: "Payment Innovation" <ul style="list-style-type: none">• "Present State and Coming Trends in the Payment Card Market in Japan" Hiroki Maruyama - Representative Director, Infcurion Group, Inc.• "Bitcoin Industry and Its Potentialities" Ayako Miyaguchi - Managing Director, Japan, Kraken Bitcoin Exchange
<u>#04</u>	Apr. 9, 2015	Topic: "Ask the Entrepreneur" Mr. Kei Kubo - WebPay, Inc., Mr. Nao Kitazawa - Money Design Co., Ltd., Mr. Tomoyuki Sugiyama - Crowdfunder, Inc., Mr. Tadatashi Senoo - CoinPass Co., Ltd., Mr. Ryota Hayashi - Finatext Ltd.
<u>#05</u>	Jul. 16, 2015	Topic: "Fintech in Japan as Seen from VCs" <ul style="list-style-type: none">• Mr. Milstein David - Japanese Representative, Fidelity Growth Partners• Mr. Eto - NTT Docomo• Mr. Kita - NTT Docomo Ventures
<u>#06</u>	Sep. 30, 2015	Topic① "Fintech Ecosystem" Rasmus Ekman - IBM Japan API Economy and Fintech Advisor Topic② "Announcement of establishment of Fintech Association of Japan" (congratulatory speech) Mr. Junichi Kanda - Director of Planning Section, Financial Services Agency



/Supporting the expansion of the Fintech Ecosystem in Japan/

We established Fintech Association of Japan as the next step for the activities of Fintech Meetup community. Our aims are to support the development of fintech startup corporations and fintech ecosystem in Japan and to provide financial services that are more convenient and useful to consumers.

We will keep the organization open, and with the help of companies and related parties, we will make the activities latitudinous and active.

Organization Name	Fintech Association of Japan
Date of Establishment	September 24, 2015
Address	Kayabacho 1chome Heiwa Bldg 8F 1-8-1 Nihonbashi Kayabacho, Chuo-ku,Tokyo

Directors and Inspector

Representative Director



Director



森・濱田松本法律事務所

MORI HAMADA & MATSUMOTO



(Chairman)	Hiroki Maruyama	(CEO, Infcurion Group, Inc.)
(Vice-Chairperson)	Yasuhiro Kimura	(Corporate Executive Officer, freee K.K.)
(Vice-Chairperson)	Natalie Shiori Fleming	(Representative Director (APAC), Payoneer Japan Ltd.)
Shirabe Ogino		(Founder & CEO, ZAISAN Net, Inc.)
Hiroki Kudo		(CEO/Founder, MerryBiz Inc.)
Mark Makdad		(Head of Platform & Co-Founder, Moneytree KK)
Takane Hori		(Partner Lawyer, Mori Hamada & Matsumoto)
Nao Kitazawa		(CEO, Coinbase)
Shinichi Takatori		(Founder & CEO, Kyash Inc.)
Takashi Hoshikawa		(Founder & CEO, Crowd Cast, Ltd.)
Takeshi Kito		(Founder & CEO, Crowd Realty, Inc.)
Junichi Kanda		(Executive Officer, Money Forward, Inc.)
Ayako Miyaguchi		(Executive Director, Ethereum Foundation)
Kazuya Hata		(Co-founder & CEO, justInCase, Inc.)
Noriaki Yoshikawa		(Merpay, Inc.)
Hiroyuki Totake		(Lawyer, Link Partners Law Firm)

Inspector

Startup Members



Approximately 120 Fintech Startups from various genre participate



(As of January 31, 2019)

Corporate Members

Approximately 250 of leading companies in Japan participate

(excerpted)

Financial Institution



Payment・Loan



Communication



Advertising



Life style・Media



Trading・Development of Business



SI・Manufacturing



Software



Technology foundation



(As of September 27, 2018)

Mission ・ Projects

Mission

The Fintech Association of Japan promotes open innovation in the Japanese fintech industry by creating networking opportunities for its members, researching emerging market trends, and cooperating with domestic, international, and government organizations. The association promotes the Japanese fintech ecosystem abroad and encourages the exchange of information internationally.

Projects

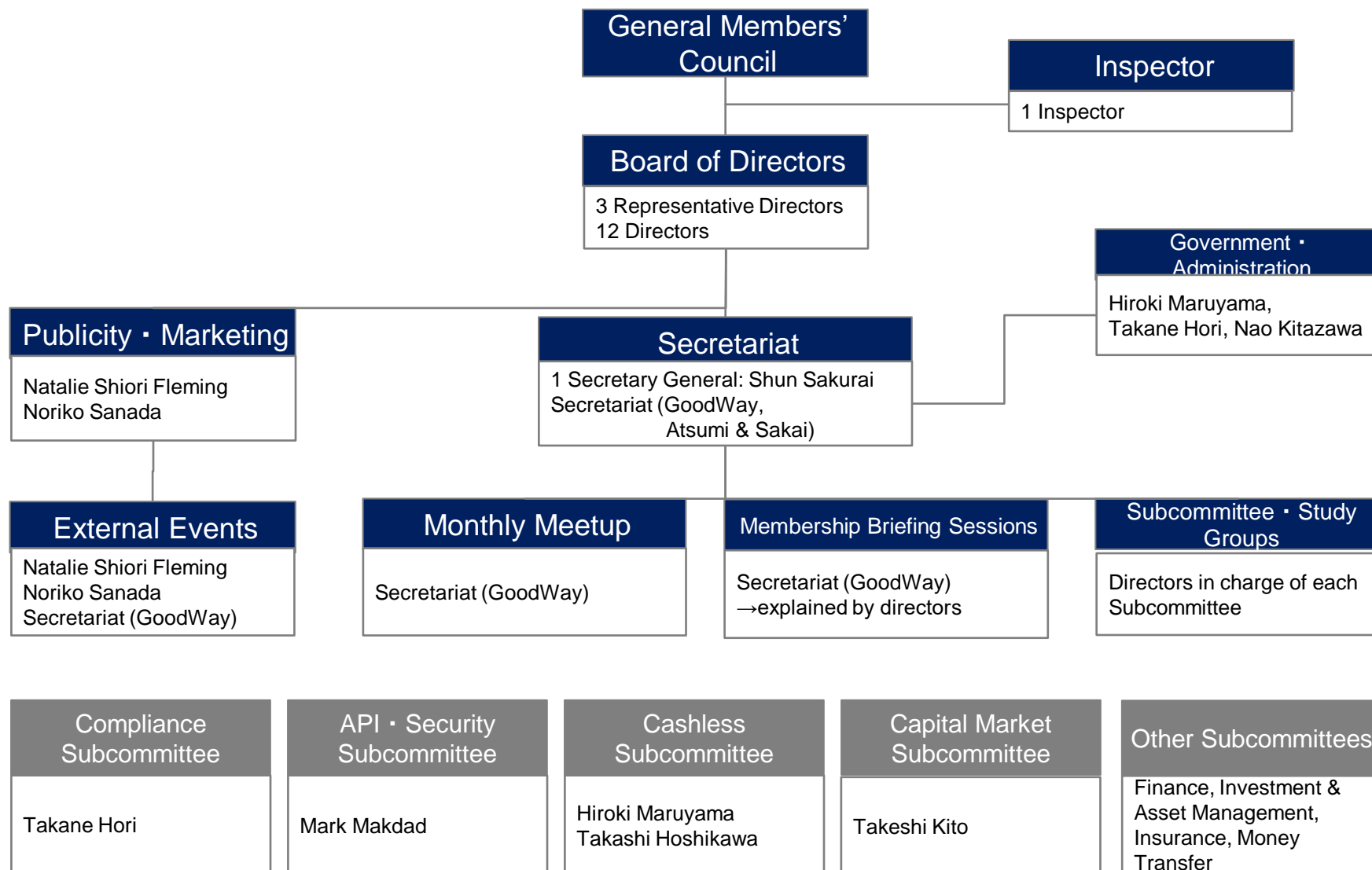
- Exchange information, cooperate and hold activities with various related domestic/overseas organizations. (Fintech Meetup)
- Hold various activities for generating business opportunities.
- Cooperate and exchange opinions with related government offices and affiliate organizations. (Guidelines etc.)
- Do fintech (FinancexIT) related research and studies and offer information.
- Hold other necessary activities to achieve the mission of the organization.

Membership Organization FINTECH ASSOCIATION OF JAPAN 一般社団法人 Fintech 協会

To promote fintech ecosystem in Japan, we welcome Fintech startups and corporations (Financial institutions, Siers, consulting firms etc.) to join the association.

Items	Startup Members	Corporate Members
Qualifications for Membership (Definition)	Fintech startup corporations and organizations that approve of the purpose of the association. Approval by the board directors upon application for membership is necessary. Considered a member according to the law concerning general incorporated associations and general incorporated foundations (hereinafter referred to as general corporation law).	Corporations that approve of the purpose of the association. Approval by the board directors upon application for membership is necessary. Not considered a member according to the general corporation law.
Expected Corporations	<ul style="list-style-type: none"> Fintech startups (Corporations not listed on the first section of the Tokyo Stock Exchange) 	<ul style="list-style-type: none"> Corporations in the fintech industry Corporations associated with fintech, solution providers, research institutions, and media
Annual Fee (*no initial fee)	50,000 yen	150,000 yen
Attendance at General Meetings (voting rights)	✓	×
Rights to nominate Directors and Inspectors	✓	×
Proposal of Subjects and Topics at Subcommittee Activities	✓	✓
Participation in Subcommittee Activities etc.	✓	✓
Participation Fee for Meetups and Other Events Held by the Association	Free	Free
Fee for Various Courses and Lectures Hosted or Authorized by the Association	Reduced price	Reduced price

Organization Chart



Activities (Subcommittees)

No.	Subcommittee Name	Outline
1	Compliance	Studies and discussions on cross-sectoral financial regulations, KYC etc. Participation in the Study Group on Online Transactions in the FinTech Age, held with Financial Services Agency
2	API & Security	Research and discussions on API and security Participation in the API meetings held by Japanese Bankers Association, FISC, Ministry of Economy, Trade and Industry etc.
3	Cashless	Discussions on payment related issues, promotion of cashless payment Participation in Installment Sales Law subcommittee meetings held by Ministry of Economy, Trade and Industry, Credit Card API committee meetings etc. Discussions on promotion of electronic receipt and environmental improvements of accounting and tax payment Participation in Electronic Receipt System Demonstration Experiment by Ministry of Economy, Trade and Industry
4	Finance	Discussions on new financing business models, discussions on environmental improvements
5	Investment & Asset Management	Discussions on environmental improvements adapted to fintech, exchange of opinions with other organizations
6	Insurance	Discussions and studies on InsTech, discussions on environmental improvements
7	Capital Markets	Studies and discussions on ICO and token sale (global case examples etc.)
8	Money Transfer	Exchange of opinions on eKYC and related regulations, studies on the impact by the the release of payroll cards and initiatives of each companies



Main Activities (2015)

In addition to holding events, we collaborated with governments and administrations

	【Main Activities】 ※Carried out many seminars, study meetings, and events
October 2015	<ul style="list-style-type: none"> • Establishment of Fintech Association of Japan • 1st nonpartisan members study meeting
November 2015	<ul style="list-style-type: none"> • Compliance subcommittee meeting • 7th Meetup event
December 2015	<ul style="list-style-type: none"> • Plenary meeting for members • Liberal Democratic Party Special Mission Committee on IT Strategy, Fintech All-party parliamentary group
January 2016	<ul style="list-style-type: none"> • Startup plenary meeting • Event - Embassy of the Grand Duchy of Luxembourg in Tokyo (cooperated) • Payment subcommittee meeting
February 2016	<ul style="list-style-type: none"> • FIBC (cooperated) • Associated members questionnaire survey
March 2016	<ul style="list-style-type: none"> • 8th Meetup event • Plenary meeting
April 2016	<ul style="list-style-type: none"> • 2nd nonpartisan members study meeting • Payment subcommittee meeting • Session event with Consulate-General of Australia • Ministry of Economy, Trade and Industry Installment Sales Subcommittee
May 2016	<ul style="list-style-type: none"> • Submission of proposal and questionnaire result (to Liberal Democratic Party and Ministry of Economy, Trade and Industry) • Finovasia Japan Fintech Night



Main Activities (2016)

In addition to holding events, we collaborated with governments and administrations

	【Main Activities】 ※Carried out many seminars, study meetings, and events
September 2016	・ JBA Blockchain Meetup Vol. 1
December 2016	・ FinTech Japan 2016
March 2017	・ “Workshop with Fintech Startups” with Royal Norwegian Embassy ・ Meetup with FSA
April 2017	・ Fintech Meetup: Silicon Valley Culture
June 2017	・ Establishment of the study group on online transactions in the FinTech age
July 2017	・ Meeting on final version of API report by Japanese Bankers Association and interim summary by Ministry of Economy, Trade and Industry ・ Fintech Meetup: Q&A on Robotics x Finance
September 2017	・ Workshop “Anxious individuals, Government at a standstill” Young-Generation Project by Ministry of Economy, Trade and Industry ・ Release of the database Fintech Startup List & Category (NIKKEI FINTECH) (182 Startups) (provided by "Nikkei FinTech database 2017-2018 publication (Nikkei BP company)" and translated by Fintech Association of Japan(FAJ)) ・ “FIN/SUM WEEK 2017” cosponsored by Nikkeisha and Financial Services Agency ・ “Money20/20 Asia Talk Event” ・ Facilitate the study meeting “What will change with API in the future?” for journalists by 9 companies using banking API

Main Activities (2017)

In addition to holding events, we collaborated with governments and administrations

	【Main Activities】 ※Carried out many seminars, study meetings, and events
October 2017	• Networking event “Japan Fintech Night” at one of the largest fintech events in Hong Kong, “Hong Kong Fintech Week”
November 2017	• “Seminar on Fintech in Lithuania” with Embassy of the Republic of Lithuania
December 2017	• Fintech Meetup: Thursday, December 14 Fintech Pitch Off Night • Keynote address by Japan Patent Office
February 2018	• “Fintech Meetup at FUKUOKA Growth Next”
March 2018	• Hold “Japan Singapore Friendship Evening” at “Money 20/20 Asia • Explanatory meeting on the public comments on electronic payment agencies regarding “Order for Enforcement of the Banking Act” (2017)
June 2018	• Study meeting on intellectual property strategy by Japan Patent Office and Fintech Association of Japan • Explanatory meeting on Growth Strategy 2018 Cross-agency “Regulatory Sandbox”
September 2018	• Fintech Japan 2018

Main Activities

Announcement of the new system (2nd generation of directors and advisory board members of Fintech Association of Japan) , “FAJ 1st Anniversary Party”

On Friday October 28, 2016, Fintech Association of Japan held “FAJ 1st Anniversary Party”. To commemorate a year since the establishment of Fintech Association of Japan, in addition to sharing the past activities and industry trends, we announced the new system (2nd generation of directors and advisory board members of Fintech Association of Japan). We will improve the system even more and contribute to the promotion of innovation of fintech industry in Japan.



Main Activities

Held “Fintech Japan 2016 – the Future of Fintech”

On Thursday - Friday December 1 - 2, 2016 Fintech Association of Japan held “Fintech Japan 2016 – future of Fintech.” Entrepreneurs and experts in the fintech industry gathered and gave keynote speeches, had panel discussions, and a pitch contest (FF17 Semi Final). We also had startup booths, short meetings with investors for startup businesses (Investor Speed Dating), and Beer Festival etc. during the 2 days of conference.



Main Activities

Held “FIN/SUM WEEK 2017 Fintech Summit / Innovation Beyond Finance”

On Tuesday - Friday September 19 - 22, 2017, Nikkei inc., Financial Services Agency, and Fintech Association of Japan held “FIN/SUM WEEK 2017 Fintech Summit / Innovation Beyond Finance” in the Marunouchi/Otemachi area for 4 days. We invited around 200 speakers from home/abroad and held symposiums, Pitch runs, Fintech Japan 2017 and many workshops.



Main Activities

Held “Fintech Japan 2018 – Fintech X”

On Thursday - Friday October 25 - 26, 2018, Fintech Association of Japan held “Fintech Japan 2018 – Fintech X” at Tokyo International Forum in Yurakucho, Tokyo. Approximately 80 speakers, including 32 from overseas, were invited and over 1,000 guests including people in the Fintech ecosystem and general visitors, attended the event. (Supported by: The Japan Financial News Co., Ltd. (Nikken))



Main Activities

List of MOUs signed with international fintech organizations

Date of conclusion	Organizations
2017.11.24	Bahrain FinTech Bay A leading Fintech Hub in Bahrain
2017.11.29	Luxembourg House of Financial Technology (LHoFT) A fintech organization in Luxembourg
2018.03.13	Singapore FinTech Association A fintech organization in Singapore
2018.08.30	Thai Fintech Association A fintech organization in Thai
2018.10.26	MENA Fintech Association A fintech organization in Middle East and North Africa
2018.10.26	Hong Kong Internet Finance Association A fintech organization in Hong Kong
2018.11.14	Russia Association for Development of Financial Technologies A fintech organization in Russia
2018.11.28	Zhejiang Fintech Association A fintech organization in Zhejiang, China
2018.12.05	Fintech Philippines Association A fintech organization in Philippines



(As of January 31, 2019)

Inquiry Contact

■If you have any questions regarding Fintech Association of Japan, please contact us by email at the following email address.

Fintech Association of Japan Secretariat

info@fintechjapan.org

Secretariat Information

- Shun Sakurai (Secretary General)
- GoodWay, Inc. (Fujino, Murakami)
- Atsumi & Sakai (Suzuki, Ochiai)



Meeting of the 2nd generation of the board of directors of Fintech Association of Japan