



Corporate Profile

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Company Name	Money Forward, Inc.
Head Office	17F Morinaga Plaza Building (main building), 5-33-1 Shiba, Minato-ku, Tokyo
Established	May 2012
Businesses	Platform Service Businesses: PFM Services (B2C) and <i>MF Cloud</i> Services (B2B)
CEO	Yosuke Tsuji
No. of Employees	212 (full-time employees; consolidated; as of July 31, 2017)
Offices	Tokyo, Sapporo, Sendai, Nagoya, Kyoto, Osaka and Fukuoka
Major Shareholders	JAFCO, Monex Ventures, Credit Saison, Shizuoka Bank, SBI Holdings, etc.



Mainstay Services

We provide both B2C and B2B services.



PFM Services (B2C)



We eliminate all money-related concerns of individuals to move their lives forward.



MF Cloud Services (B2B)



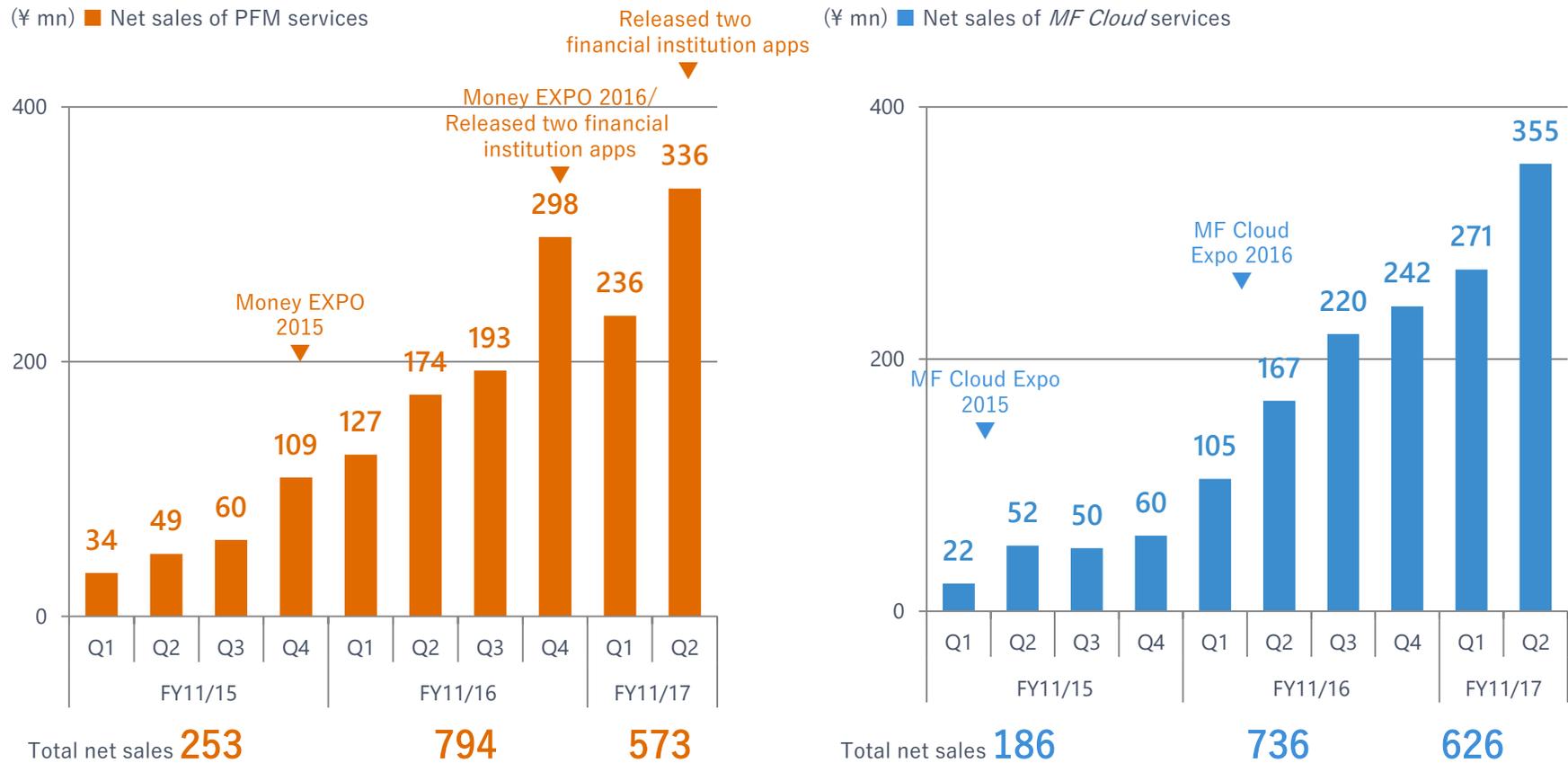
We resolve businesses' managerial issues to move the Japanese economy forward.



* PFM: Personal Financial Management

Trends in Quarterly Net Sales by Service

Both PFM and *MF Cloud* services have achieved rapid growth. Quarterly growth has averaged 28.8% for PFM and 35.8% for *MF Cloud*.



* The average quarterly growth rate is based on results from FY11/15 Q1 to FY11/17 Q2.
 * "Other net sales" e.g., lecture and manuscript fees, are excluded from the charts above.

PFM Services



We eliminate all money-related concerns of individuals to move their lives forward.

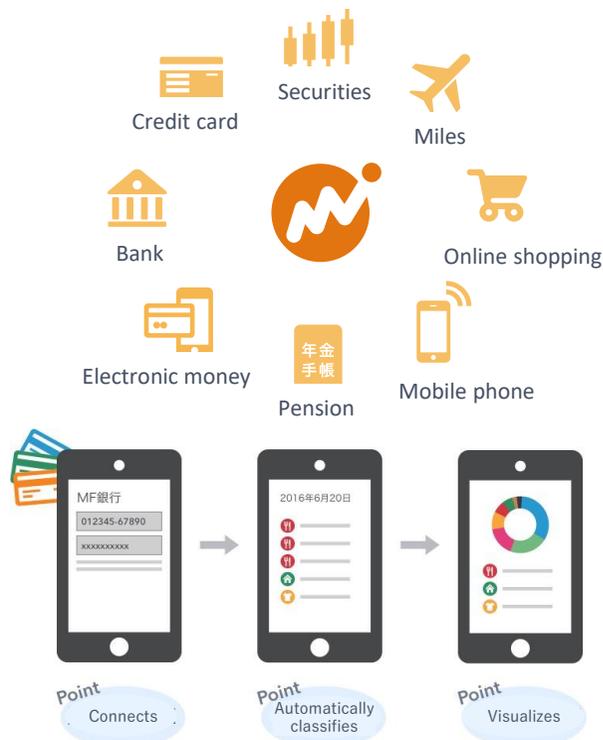
We interact with numerous users from multiple aspects within the realm of personal finance, by consistently providing support and services that resolve money-related issues occurring at various stages of their lives. We thereby aspire to move the lives of all individuals forward.



Money Forward—Automated Personal Financial Management (PFM) Service

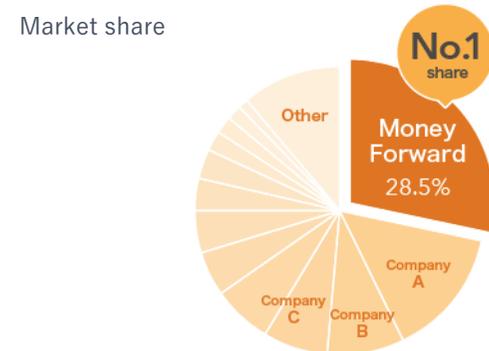
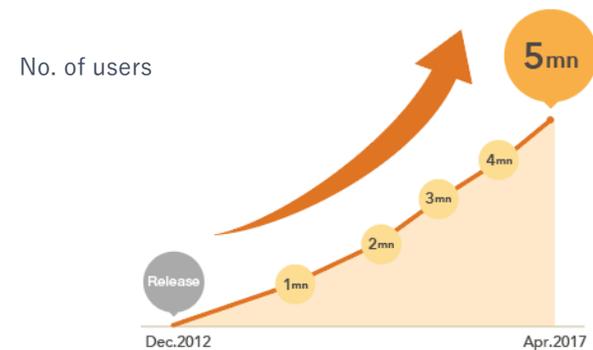
Money Forward has the top share in PFM apps. The number of users exceeded 5 million in April 2017, with one out of every four PFM app users now using Money Forward.

Top coverage (*): links with 2,600+ financial services/
Automatically creates a household accounting book
by aggregating multiple accounts



* Based on research by Money Forward, Inc. as of July 31, 2017

No. of users and market share



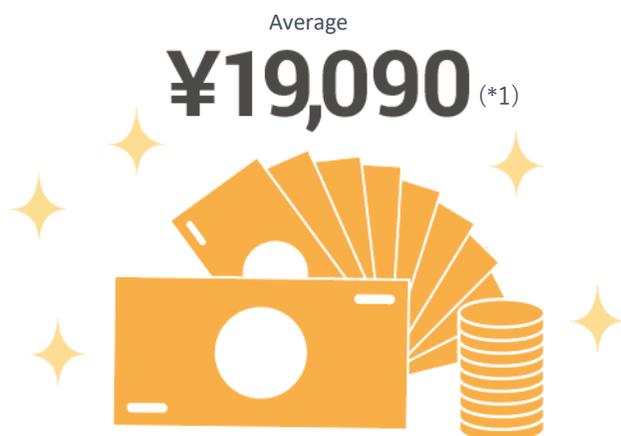
Source: Mar. 23 to 27, 2017, Rakuten Research, Inc.,
“PFM app currently used”
Survey targets: 685 PFM app users in their 20s to 60s

Money Forward—Automated Personal Financial Management (PFM) Service

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Half of our users have observed improvement in their finances (an average of ¥19,090 per month)^(*1).

Monthly financial improvement



Approx. ¥230,000 on an annual basis

Premium members noted an improvement of **¥24,728** ^(*2)

Based on results of a survey conducted by Money Forward, Inc. in Feb. 2017

*1: Average of amount reported by 1,175 users who responded that their personal finances improved, among 2,460 *Money Forward* users

*2: Average of amount reported by 448 premium members who responded that their personal finances improved.

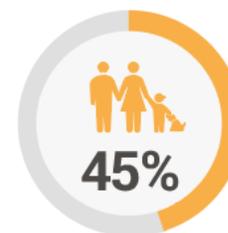
*3: Based on responses of 1,415 users who responded that their behaviour or mindset changed by using *Money Forward*.

Change in behaviour or mindset toward money ^(*3)

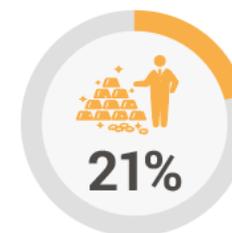
Started studying/ gathering info about money



Prepared a financial life plan

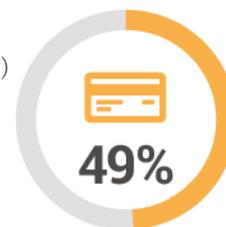


Started investing

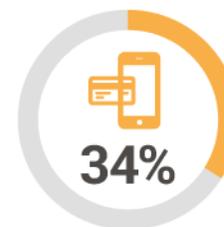


Shift toward a cashless lifestyle ^(*3)

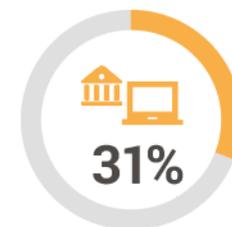
Started using credit card more frequently



Started using electronic money more frequently



Started using Internet banking



We provide *MONEY PLUS*—a practical economic media—to convey money-related topics, and also organize various events and seminars to propagate accurate knowledge about money.

MONEY PLUS—practical economic media



A practical economic media that enriches readers' lives now and in the future



MONEY PLUS aims to encourage readers to familiarize themselves with money, which is often considered a complex matter. It delivers wide ranging information on how to use money wisely as a tool for living.

“Money EXPO” and seminars



We also convey information directly at large events such as “Money EXPO”—where participants learn comprehensively about money, and which attracted 2,000 participants in Nov. 2016—and “Money Forward Real Estate Investment: One Day School.”

We deploy B2B2C businesses including *Money Forward for XX* targeting customers of 12 financial institutions(*), and provision of APIs for business corporation-operated services. * As of Aug. 2017

Services for financial institution customers

Money Forward for XX



SBI Sumishin Net Bank



YMFG



Shizuoka Bank



MONIQUE



Toho Bank



Gunma Bank



Shiga Bank



Fukui Bank



Okazaki Shinkin Bank



Michinoku Bank



Tsukuba Bank



Tokyo Star Bank

Simple Bankbook



Gunma Bank

Provision of API to business corporations

Yahoo! Finance (provided by Yahoo Japan Corporation)

- Asset data saved in *Money Forward* is listed on the *Yahoo! Finance* app.
- Asset statements can be calculated in real time by combining data from both services.
- Released in September 2014 as the first project to use *Money Forward's* API.

Happy E-Miru Den (provided by Kansai Electric Power Co., Inc.)

- *Happy E-Miru Den* is an online service provided by Kansai Electric Power, with some 1.3 million members (as of Sep. 2015).
- It provides a bankbook in which various points can be collectively managed using *Money Forward's* API.
- Released in Oct. 2015.

Toranoko (provided by TORANOTEC)

- *Toranoko* is a service that accumulates spare change data and uses that amount for investment.
- It automatically links spare change data from users' daily shopping using *Money Forward's* API.
- Released in June 2017.

Disclaimer

The contents set out in this material are prepared based on generally acknowledged economic, social and other conditions, and on certain assumptions deemed rational by Money Forward, Inc., and may therefore be subject to change without prior notice due to changes in the managerial environment or for other reasons.

The forward-looking statements set out in this material including performance outlooks are based on information currently available to Money Forward, Inc. and on certain assumptions deemed rational, and may therefore differ materially from actual results due to uncertainties in judgements or assumptions, or for other reasons.

Such factors of uncertainty and change include both general, domestic and international economic conditions, such as general industry and market conditions, interest rates, and foreign exchange fluctuations.

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