

MONEX GROUP

Announcement of Subsidiary's Release

TOKYO, September 4, 2019 – Coincheck, Inc., a fully owned subsidiary of Monex Group, Inc., issued the following press release today.

Attachment: Summary of Coincheck, Inc. press release

Coincheck and Macromill to launch new service, “Coincheck Survey”
Macromill’s points can now be exchanged to cryptocurrencies

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Coincheck and Macromill to launch new service, “Coincheck Survey”
Macromill’s points can now be exchanged to cryptocurrencies

Coincheck Inc. (Headquarters: Shibuya-ku, Tokyo; President, Toshihiko Katsuya; hereinafter “Coincheck”) will start a new service, Coincheck Survey, from September 10, 2019 in collaboration with Macromill, Inc. (Headquarters: Minato-ku, Tokyo; Representative Executive Officer and Global CEO, Scott Ernst; hereinafter “Macromill”). Macromill typically offers Macromill Points to Macromill Monitors^{*1} who participate in the surveys conducted by the company. The launch of Coincheck Survey makes it possible for monitors to exchange those Macromill Points to cryptocurrencies.

Coincheck started offering exchanges of Monex Points to cryptocurrencies in April 2019 in order to give an incentive for people to start investing in cryptocurrency. The exchange service of Monex Points has been well received by Monex account holders.

This time, in partnership with Macromill, a leading marketing research company that offers marketing solutions best suited for clients, Coincheck is expanding opportunities for an increase in the number of people who start investing in cryptocurrencies.

In addition to the new service, Coincheck and Macromill are planning to collaborate in the blockchain business in a variety of ways. Coincheck plans to expand its partnership in the point exchange service to further make the cryptocurrency investment accessible to individuals.

<Overview of the service>

Name:	Coincheck Survey
Details:	Enabling customers to exchange Macromill Points, which are offered as compensation for participating in surveys, to cryptocurrency
Eligible Customers:	Macromill Monitors who have accounts in Coincheck
Exchange Unit:	300 points ^{*2} for the first time and 500 points for the second time and on
How to Exchange:	Log in to “My Page” in the Macromill Monitor site and select “Apply for point exchange.” ^{*3}
Monitor site:	https://monitor.macromill.com/
Exchangeable Cryptocurrency:	Bitcoin (BTC), Ethereum (ETH) and Ripple (XRP)

※1 : Macromill’s proprietary marketing research panel managed by Macromill that solicits surveys on internet.

※2 : Macromill Monitors are able to exchange from 300 points for the first time, while existing monitors who have experienced other Macromill point exchange at least once can exchange from 500 points.

※3 : Macromill Monitors who do not have Coincheck accounts are required to open an account with Coincheck.

About Coincheck, Inc.

Name: Coincheck, Inc.

Headquarter: E-Space Tower 12F, 3-6 Maruyamacho, Shibuya-ku, Tokyo 150-0044

Establishment: August 28, 2012

Capital: 100 million yen

Representative: President, Toshihiko Katsuya

Registration as cryptocurrency trading agency: Director of Kanto Local Finance Bureau No. 00014

Services:

Cryptocurrency exchange and marketplace, Coincheck <https://coincheck.com/>

Coincheck Cryptocurrency Lending <https://coincheck.com/lending>

Coincheck Denki (electricity) <https://coincheck.com/denki>

About Macromill, Inc.

Macromill, Inc. is a leading Internet-based marketing research company in Japan that offers rapid and high-quality marketing solutions. We bring together rich research experience and know-how coming from its largest market share* to provide marketing solutions best suited for clients. We have over 40 offices across 19 countries. Macromill, Inc. aims to become a unique global digital research company by integrating our world-class execution capabilities with technology that will change the times.

* Online marketing research market share = Net revenue of Macromill, Inc. and DENTSU MACROMILL INSIGHT, INC. related to online marketing research (12-month conversion (LTM) figures as of the end of December 2018 ÷ Japan Marketing Research Association (JMRA)) Japan's MR industry market size and ad hoc survey for Internet survey (FY2018) (Source: Japan Marketing Research Association (JMRA) 44th Annual Management Business Survey on July 1, 2019)

Capital: 971 million yen (As of June30, 2019)

Representative: Representative Executive Officer and Global CEO, Scott Ernst

Headquarter: Shinagawa East One Tower 11F, 2-16-1 Konan, Minato-ku, Tokyo 108-0075

Business Description: Marketing Research

Revenue: 44,279 million yen (Fiscal Year Ending June, 2019)

URL: <https://group.macromill.com/>