

# MONEX GROUP

## Announcement of Subsidiary's Release

TOKYO, May 20, 2024 – Coincheck, Inc., a subsidiary of Monex Group, Inc., issued the following press release today.

Attachment: Summary of Coincheck, Inc. press release

Brilliantcrypto Token (BRIL,) the first IEO of a listed company's subsidiary, will be available for purchase on May 27.

- Coincheck IEO will begin accepting purchase applications from May 27<sup>th</sup>. The IEO is for a new crypto asset that will be used in the blockchain game "Brilliantcrypto," set for release on June 17<sup>th</sup> -

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This material is an English translation of a Japanese announcement made on the date above. Although the Company intended to faithfully translate the Japanese document into English, the accuracy and correctness of this English translation is not guaranteed and thus you are encouraged to refer to the original Japanese document. This translation was made as a matter of record only and does not constitute an offer to sell or to solicit an offer to buy securities in the U.S.

**【Press Release】**

May 20, 2024  
Coincheck, Inc.

Brilliantcrypto Token (BRIL,) the first IEO of a listed company's subsidiary, will be available for purchase on May 27.

- Coincheck IEO will begin accepting purchase applications from May 27<sup>th</sup>.  
The IEO is for a new crypto asset that will be used in the blockchain game "Brilliantcrypto," set for release on June 17<sup>th</sup> -

Coincheck, Inc. (Headquartered in Shibuya-ku, Tokyo; Satoshi Hasuo, Representative Director & President; hereinafter "Coincheck",) which operates the "Coincheck" service, the No.1 crypto asset trading service in Japan for app downloads for five consecutive years, is pleased to announce the start of the acceptance for purchase applications of the Brilliantcrypto Token (BRIL) through its IEO platform "Coincheck IEO" starting from May 27, 2024. BRIL will be issued by Brilliantcrypto, Inc. (Headquarters: Minato-ku, Tokyo; CEO: Koji Baba; hereinafter "Brilliantcrypto,") which is a wholly-owned subsidiary of Colopl, Inc.

Brilliantcrypto Tokens (BRIL) can be utilized within the blockchain game "Brilliantcrypto." This large-scale global project from Japan is set to be released on June 17, 2024. "Brilliantcrypto" has signed a global partnership agreement with Paris Saint-Germain, one of the world's top soccer clubs. It is also focused on increasing its awareness worldwide, particularly in Southeast Asia and South America, where blockchain games have gained popularity.

Project page: <https://coincheck.com/ja/ieo/projects/bril>



An Initial Exchange Offering (IEO) is a framework in which crypto asset exchanges conduct due diligence and sell new crypto assets in compliance with domestic legal regulations.

Japan is ahead of other countries in terms of establishing regulations for web3, creating a highly transparent business environment that is attracting global attention. The project "Brilliantcrypto" has emerged from Japan, a country that has made significant progress in the development of environments for web3 businesses using crypto assets and NFTs. "Brilliantcrypto" plans to conduct an Initial Exchange Offering (IEO) for an in-game crypto asset on "Coincheck IEO."

For a publicly listed company group that requires a high level of accounting audits and internal controls, it has been very difficult to operate a business using crypto assets. To engage in an IEO, both the issuer and the crypto exchange must have an understanding of legal regulations and accounting standards, as well as insight into blockchain technology and crypto assets. Brilliantcrypto and Coincheck have been preparing for this IEO to bring a new value exchange experience to as many users as possible.

The "Coincheck IEO" platform connects companies and projects that are conducting IEOs with Japan's largest user base for crypto assets (\*1). Coincheck vet issuers and their crypto assets and sell those assets. The IEO for Brilliantcrypto Token (BRIL) will be the third IEO conducted on "Coincheck IEO", and the sixth IEO transaction in Japan, and also be the first IEO conducted by a wholly owned subsidiary of the listing company (as of May 20, based on our own research).

\*1 Among domestic crypto asset exchange apps. Period: January 2019 to December 2023. Data Source: AppTweak, Number of App Downloads: 6.3 million downloads (as of the end of March 2024)

#### Upcoming Schedule:

May 27, 2024	Noon	Purchase application period starts
June 10, 2024	Noon	Purchase application period ends
June 10, 2024	After the end of the purchase application period	Lottery
June 11-12, 2024	In sequence	Notification of lottery results and transfer of Brilliantcrypto Token (BRIL)
June 17, 2024	Exchange: Noon(*2) Marketplace: TBD(*3)	Start of handling Brilliantcrypto Token (BRIL) at Coincheck Exchange(*2) and Marketplace (*3)

The above schedule is tentative and subject to change.

\*2 On June 17, 2024, from 11:30 a.m. (tentative,) orders will be accepted using the periodic call auction trading method, and at noon (12:00 p.m.) the order will be closed, and the trading session will move to continuous auction trading.

\*3 The handling of transactions at the Coincheck Marketplace will begin after confirming sufficient liquidity on our exchange.

## Details of the Brilliantcrypto Token (BRIL) Sale:

Issuer: Brilliantcrypto

Issued Token: Brilliantcrypto Token (BRIL)

Total Issuance: 1,000,000,000 BRIL

Total For Sale: 70,000,000 BRIL (7% of the total issuance)

Sales Price: 21.6 JPY/BRIL

Number of BRIL per unit: 250 BRIL

Number of units for sale: 280,000 units

Payment Currency: Japanese Yen

For more details, please check [here \[Japanese\]](#).

### [About the Lottery]

In this IEO, if the number of applicants is less than the number of units for sale, each customer will be allocated one unit. Customers who apply for more than two units will have their second and subsequent units subject to the lottery.

If the number of applicants exceeds the number of units for sale, regardless of the number of applications, one lottery chance will be allocated per customer. The same customer will not win more than one unit.

For details, please refer to Coincheck IEO "About Lottery Methods" [Japanese] : [https://lp-ieo.coincheck.com/lottery\\_bril](https://lp-ieo.coincheck.com/lottery_bril)

### [Important Notes for IEO Applicants]

- Opening a Coincheck account is required to apply for the purchase of Brilliantcrypto Token (BRIL). Please check [here \[Japanese\]](#) for account opening methods.
- For purchase applications, Japanese yen equal to the purchase price multiplied by the number of units applied for by the user plus fees (including consumption tax) is required. The deposited Japanese yen cannot be withdrawn until the delivery of tokens is completed. If the lottery result is unsuccessful, the restriction on the respective Japanese yen will be removed.
- After the announcement of the lottery results, if there is a large concentration of withdrawal requests from customers who were not selected in the lottery, it may take several business days to a week for the withdrawal to be completed. Please be aware of this when applying.

## About Brilliantcrypto Token (BRIL)

Brilliantcrypto Token (BRIL) is a crypto asset issued on the Polygon blockchain and can be used in the blockchain game "Brilliantcrypto." In "Brilliantcrypto," players can mine precious stones and BRIL using a pickaxe in the game. In "Brilliantcrypto," pickaxes and gems are NFTs, and players can purchase and strengthen the in-game pickaxe "NFT Pickaxe," recover its durability, and also use BRIL to increase game efficiency.

For more details on Brilliantcrypto Token (BRIL), please refer to the white paper published by the issuer, Brilliantcrypto.

White Paper: <https://brilliantcrypto.net/jp/whitepaper/project/>

### About the Blockchain Game "Brilliantcrypto"

Brilliantcrypto is a blockchain game that introduces a new model called "Proof of Gaming." Inspired by Bitcoin's consensus algorithm "Proof of Work," it introduces a new model in which gameplay proves the value of gems, thereby creating value for others. It's a large-scale project from Japan intended for a global audience, creating a valuable economic zone in the metaverse.

Game Official Website: <https://brilliantcrypto.net>

Discord: <https://discord.gg/brilliantcrypto>

X: [https://twitter.com/Brypto\\_Official](https://twitter.com/Brypto_Official)

X[Japanese]: [https://twitter.com/Brypto\\_JP](https://twitter.com/Brypto_JP)

YouTube: <https://www.youtube.com/@Brilliantcrypto>

Medium: <https://brilliantcryptoblog.medium.com/>

### About Brilliantcrypto, Inc.

Brilliantcrypto, Inc. is a wholly owned subsidiary of Colopl, Inc., engaged in the business of blockchain games. Established to address the challenges faced by blockchain games and create sparkling games that capture people's attention, Brilliantcrypto uses blockchain technology and the wealth of experience gained from the Colopl Group's game business to create new value for a global audience.

Company Name: Brilliantcrypto, Inc.

Head Office: Midtown East 5F & 6F, Akasaka 9-7-2, Minato-ku, Tokyo

Founded: November 9, 2022

CEO: Koji Baba

Corporate Website: <https://brypto.net/>

### About Coincheck, Inc.

Coincheck, Inc. operates the crypto asset trading service "Coincheck," which has been "Japan's No.1\*" downloaded trading app for five consecutive years. The company's mission is "Making Exchange of New Value Easier" by providing better services based on the latest technology and advanced security measures. Coincheck aims to make the "exchange of new value" created by crypto assets and blockchain more easily accessible to its customers.

\*This data is supported by App Tweak and refers to domestic crypto asset trading apps from January 2019 to December 2023.

For inquiries from the press regarding this release, please contact

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