

February 1, 2018

SBI Holdings, Inc.

(TOKYO: 8473)

SBI Investment Co., Ltd.

Notice Regarding an Investment into FinanceApp AG

SBI Investment Co., Ltd. (Head office: Minato-ku, Tokyo; Representative Director: Katsuya Kawashima; hereinafter “SBI Investment”), is a subsidiary of SBI Holdings, Inc. (Head office: Minato-ku, Tokyo; Representative Director: Yoshitaka Kitao), which conducts investments and management of venture capital funds. SBI Investment hereby announces that it has invested in FinanceApp AG (Head office: Zurich, Switzerland; hereinafter “FinanceApp”) through the FinTech Fund.

FinanceApp is an InsurTech company which offers wefox, an insurance product management app, to mainly insurance brokers. Wefox’s platform provides the environment that enables brokers to manage all insurance products and build customers’ portfolio on the app. Insurance brokers can use wefox as a sales tool that will reduce customer acquisition costs and efficiently enhance customer satisfaction, by diagnosing and recommending insurance products through the app based on an original algorithm. In addition, FinanceApp promotes API connection with insurance companies, and has developed a system that enables the policyholder to easily claim insurance payments to its insurance company via smartphone.

Furthermore, FinanceApp develops and offers online insurance products, including home contents insurance via its very own insurance carrier named ONE. These insurances are distributed through wefox’s platform. In this context, the company strives to continuously provide a wide variety of insurance products going forward.

FinanceApp expands a comprehensive insurance platform through wefox which is unique in the world, and by taking into consideration of cooperation with the SBI Group’s insurance businesses, will discuss together the provision of services utilizing the know-how of both FinanceApp and the SBI Group.

In December 2015, SBI Investment established the FinTech Fund (Fund name: FinTech Business Innovation LPS; total commitment amount: JPY 30 billion), which intends to invest in the FinTech field. The FinTech Fund will make aggressive efforts to invest in promising both Japanese and overseas venture companies in the FinTech business fields and support open innovation between the fund investors and the investee companies, with a view to promote introduction and utilization of FinTech-related technologies by the fund investors, while boosting the value of investee companies.

The SBI Group will continuously expand investments in venture companies in the FinTech field by leveraging the knowledge in the online financial services businesses accumulated by itself, as a FinTech pioneer company, and sequentially adopt the leading-edge FinTech technologies in the Group’s Financial Services Business.

[Outline of FinanceApp]

Head office : Zurich, Switzerland
Representative : Julian Teicke, CEO
Business : Development of a management app for insurance products,
Development and sales of online insurance products
Establishment : 2014
URL : <https://www.wefox.ch/>

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