

For immediate Release

April 25, 2022  
SBI Traceability, Co., Ltd.

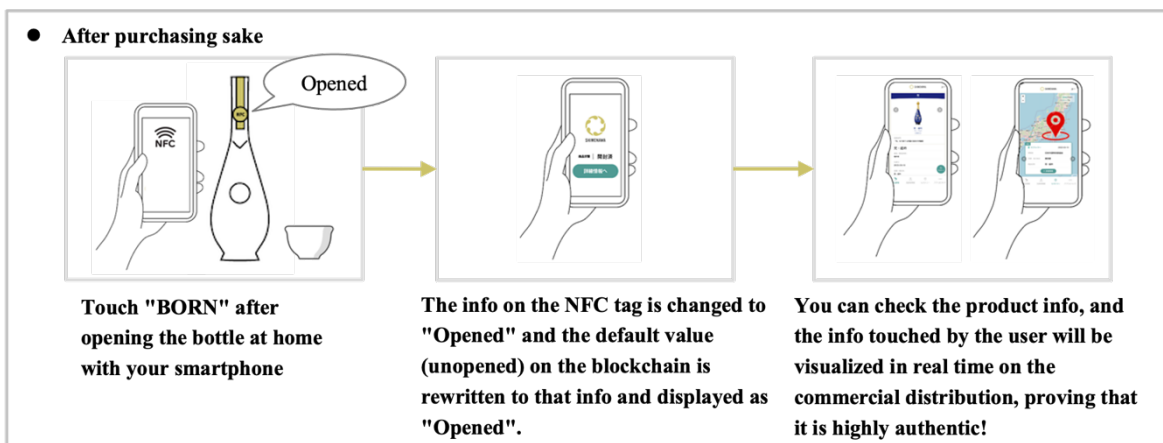
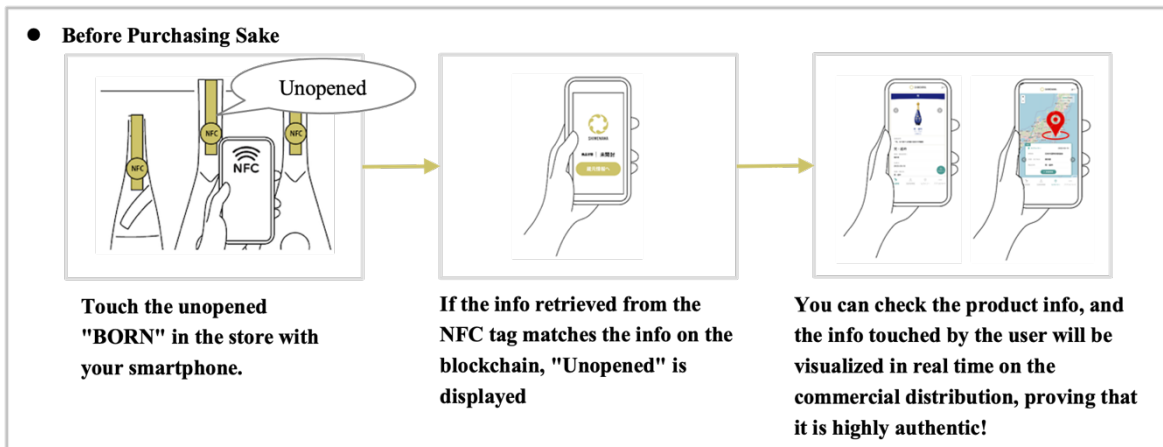
**Katoukichibee Shouten's sake "BORN" as Japan's pioneer deploys the digital pairing of blockchain and NFC/RFID technologies as a new feature in effect to prevent unauthorized distribution of sake.**

New features will be provided sequentially starting with "Chogin" and "Dreams Come True," the high-end products that represent the BORN brand of Japanese sake.

SBI Traceability, Co., Ltd. has announced that it has developed a digital pairing technology based on Corda, a blockchain platform, and NFC/RFID technology from Sato Corporation (headquartered in Minato-ku, Tokyo; Hiroyuki Onuma, Representative Director; hereinafter referred to as "Sato"). (hereinafter referred to as "SHIMENAWA"), a traceability service provided by the Company, to add a new function to prevent the unauthorized distribution of sake.

As announced at a press conference held at the Foreign Correspondents' Club of Japan on April 24, 2022, this functionality will be implemented for the first time in Japan for the "Chogin" and "Dreams Come True" brands of Katoukichibee Shouten (Head office: Sabae City, Fukui Prefecture; Representative: Dan Hide Kato; hereinafter "Katoukichibee Shouten"), which represent the "Bon" brand of Japanese sake.

■ New services to prevent unauthorized distribution of sake at SHIMENAWA - image



Katoukichibee Shouten 's "BORN", which has been in business for 162 years, has been exported to 105 countries around the world and is loved as a representative of Japanese sake culture, being used at many state dinner receptions and international events. The distribution of counterfeit products made from empty bottles has been a major issue for some time. In recent years, Japanese sake has been the highest value exported for 12ed straight years and facing the same challenges.

Katoukichibee Shouten has decided to build a more traceable distribution process through digital pairing that combines blockchain technology and NFC/RFID technology, and to introduce SHIMENAWA's new functions as a solution to "prevent product counterfeiting" and "improve user experience.

- ※ 1 Blockchain refers to a technology that enables the preservation of value by using digital signatures and hash pointers, a tamper-resistant data structure, to share the record of data changes on a network, thereby enabling reliable end-to-end traceability by providing proof of authenticity and quality of physical assets between traders.
- ※ 2 NFC/RFID is a combination of communication technology that enables fast and intuitive operation and UHF IC tag technology that is ideal for supply chain management, etc. It can be used to attach a unique ID to physical assets and can also serve as a gateway to write important information about those assets to the blockchain.

**【About Katoukichibee Shouten Limited Partnership】**

<b>Location</b>	1-11 Yoshie-cho, Sabae City, Fukui Prefecture
<b>Representative</b>	Atsuhide Kato, 11th President and CEO
<b>Business overview</b>	<ul style="list-style-type: none"> <li>• Founded in 1860. The name "<b>Kichibee</b>" has been passed down from generation to generation, and today, Kichibee is a long-established sake brewery with eleven generations of brewers.</li> <li>• In 1968, the brewery became the first in Japan to start selling Daiginjo as a product.</li> <li>• <u>The brand name "BON" translates from Sanskrit as "pure without flaw" or "to be true," and the word "BORN" symbolizes the future and creativity.</u></li> <li>• At the beginning of the Showa period (1926-1989), it was honored to be chosen and consumed for the first time as the local sake at the accession ceremony of the previous emperor (the Imperial Enthronement Ceremony)and is now used in many important occasions in Japan.</li> <li>• The sake is traditionally brewed by hand, using subterranean water from the Hakusan mountain range drawn from a well approximately 180 meters deep underground, contract-cultivated Yamadanishiki rice from the Special A district of Hyogo Prefecture and Gohyakumangoku rice from Fukui Prefecture, with in-house yeast and <u>completely additive-free pure rice sake only.</u></li> <li>• It is currently exported to 141 Japanese embassies and consulates general abroad in 105 countries, including those in the private sector, and has been adopted as the sake of choice for entertaining foreign state guests and VIPs.</li> </ul>
<b>URL</b>	<a href="https://www.born.co.jp/">https://www.born.co.jp/</a>

■ The "BORN" brands where the new service will first be introduced



**BORN:Chogin (Polishing 20% Junmai Daiginjo)**

- The ultimate junmai daiginjo representing Japan.
- This is the **ultimate junmai daiginjo with a 20% milled rice ratio**, blended with sake aged at -10°C for about five years.
- The wonderful aroma and deep flavor of this sake are truly impressive, and it is a **"gem of a sake"** that represents the Japanese sake culture.
- **Completely limited edition**



**BORN:Dreams Come True (Junmai Daiginjo)**

- The auspicious sake that "Dreams come true"
- The ultimate Junmai Daiginjo, aged at -10°C for about 5 years. This sake is a blend of Junmai Daiginjo with a 20% milling ratio and Junmai Daiginjo with a 35% milling ratio.
- It has a deep, robust aroma, yet is structured, moist, and smooth. It is also a great sake with an aftertaste that cuts like a famous Japanese sword.
- The bottle represents a trophy honoring the winner of life (Only One = 1L).
- It is used by professional athletes around the world as a commemorative gift to pray the fulfillment of a prayer or as an auspicious sake for the achievement of a goal.

We will continue to deepen our collaboration with Sato Corporation to increase the functions and value we can offer as a SHIMENAWA service through digital pairing that combines blockchain technology and NFC/RFID technology, thereby contributing to the growth of the sake industry. We will also take on the challenge of contributing to the realization of "Sustainable Development Goals (SDG's)" and "regional development" through this initiative.

### **【About SHIMENAWA】**

Since ancient times, Japan has had a very auspicious rope called a "shime-nawa," which serves as a "boundary" separating the realm of the gods from the real world and prevents the entry of anything impure.

Our service utilizing the blockchain (note), like this "shime-nawa", plays an important role in preventing the falsification of information (i.e., the entry of impure things) and consistently delivering true information. With this in mind, we have named our service "SHIMENAWA."

SHIMENAWA aims to support a safe, secure, and affluent consumer lifestyle by providing value that enhances the reliability of information and product brands.

(note) Blockchain is a technology that enables the preservation of value by using digital signatures and hash pointers, a tamper-resistant data structure, to share the history of data changes on a network.

### **■SHIMENAWA Logo**

The symbol, which looks like a family crest, represents the circulation of "SHIMENAWA," which contributes to a sustainable society by protecting the brands of production areas and producers, and delivering safe and secure products to consumers.



### **■SHIMENAWA system**

SHIMENAWA uses Corda, a blockchain platform designed and implemented for business-to-business transactions by a consortium of over 350 financial institutions, regulators, central banks, and system vendors worldwide. The system ensures the authenticity of shared information and provides highly reliable end-to-end traceability.

The traceability application utilizing Corda, a blockchain platform, is being developed and operated with the support of digglue, Inc. (Headquarters: Shinjuku-ku, Tokyo; CEO: Hideyuki Hara) The browser-based web application is developed and operated with the support of IT FORCE, Inc. (Head office: Chuo-ku, Tokyo; President: Mitsutaka Kageyama).

In addition, we have succeeded in developing a technology to minimize the operational cost issues associated with the use of the blockchain infrastructure.

This technology is in the process of being patented.

**【Company overview】**

<b>Company Name</b>	SBI Traceability, Co., Ltd.
<b>LOGO</b>	
<b>Location</b>	Izumi Garden Tower, 1-6-1 Roppongi, Minato-ku, Tokyo
<b>Representative</b>	Tomohito Wajima, Representative Director
<b>Business overview</b>	Providing blockchain-based traceability services, etc.
<b>URL</b>	<a href="https://www.sbitraceability.co.jp">https://www.sbitraceability.co.jp</a>

<b>Company Name</b>	Digglue, Inc.
<b>LOGO</b>	
<b>Location</b>	M Bldg. 8F, 6 Tenjincho, Shinjuku-ku, Tokyo, Japan
<b>Representative</b>	Hideyuki Hara, Representative Director and CEO
<b>Business overview</b>	A startup that develops services, consulting, and systems for the realization of a circular economy, with "Implementing a sustainable world through technology" as its purpose. Member of Japan Circular Economy Partnership (J-CEP) and Clean Ocean Materials Alliance (CLOMA)
<b>URL</b>	<a href="https://digglue.com/">https://digglue.com/</a>

<b>Company Name</b>	IT FORCE, Inc.
<b>LOGO</b>	
<b>Location</b>	6F Kinpai No.3 Building, 1-14-5 Shinkawa, Chuo-ku, Tokyo
<b>Representative</b>	Mitsutaka Kageyama, President and Representative Director
<b>Business overview</b>	System software development, IoT platform / AI engine provision, etc.
<b>URL</b>	<a href="https://www.itforce.co.jp/">https://www.itforce.co.jp/</a>

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