



News Release

February 14, 2022
FISCO Ltd. (JASDAQ Code 3807)

Notice of Scheduled Launch Date for NFT Marketplace **- Opening Date Decided as Monday, February 21, 2022 -**

FISCO Ltd. (JASDAQ <3807>, Head Office: Minato-ku, Tokyo, Japan; President and CEO: Hitoshi Kano; “FISCO”) hereby announces that FISCO Decentralized Application Platform Ltd. (Head Office: Kishiwada, Osaka, Japan; President and CEO: Shuichi Shiromaru; “FDAP”) has issued a press release to announce that the scheduled launch date of the NFT Marketplace has been decided as Monday, February 21, 2022.

For details about the “Notice of Scheduled Launch Date for NFT Marketplace” by FDAP, please refer to the website listed below:

https://www.fdap.co.jp/nft/Notice_of_Scheduled_Launch_Date_for_NFT_Marketplace_20220214.pdf

The development of the NFT Marketplace was decided as part of the FISCO Coin (FSCC) Startup Contest, which FISCO carried out from December 2020 to May 2021. Following these circumstances, FDAP currently owns the system and will operate it. FDAP had initially planned to start operating the NFT Marketplace as “FISCO NFT Marketplace” when it opened. However, FDAP has entered into a naming rights agreement with the Zaif crypto asset exchange operated by CAICA Exchange Inc. (Head Office: Minato-ku, Tokyo, Japan; President and CEO: Ryuji Yagi). Under this agreement, FDAP will now start operating the NFT Marketplace as “Zaif NFT Marketplace.”

Zaif NFT Marketplace is a front-end application that allows users to convert Japan’s cultural assets, including art and subculture, into non-fungible tokens (NFTs*1) and to buy and sell the NFTs among themselves. Zaif NFT Marketplace will serve as a platform for delivering Japanese content worldwide by implementing new value-added proposals for NFTs and providing a scheme to support new artists and creators, so that the NFT movement does not end as a short-lived bubble. In keeping with the catchphrase “Bringing Japanese Culture to NFT and NFT to the World,” Zaif NFT Marketplace will allow NFTs to be issued using an NFT application and to be traded via an auction function in Japan.

Zaif NFT Marketplace currently plans to support payments with Japanese yen (JPY), but other payment methods, including payment with crypto assets and credit card payments, are also now under consideration. The basic auction fee is 10% of the transaction value. Marketing related to NFTs from sellers will also be carried out efficiently. Sellers will be able to receive marketing support by transferring a margin of around 15% to partner companies. Efforts are being made to maximize marketing benefits by including the FSCC lending service, which is an existing service.



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*1 NFT is an abbreviation of Non-Fungible Token. It refers to a token on a blockchain that cannot be replaced with any alternatives.



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[Overview of FISCO Ltd.]

Corporate name: FISCO Ltd. <http://www.fisco.co.jp/>

Financial Instruments Business Operator, Director-General of the Kanto Local Finance Bureau (FIBO) No. 2482

Membership organizations: Japan Investment Advisers Association

Address: 5-13-3 Minamiaoyama, Minato-ku, Tokyo, Japan

Established: May 15, 1995

Capital: ¥100 million (as of December 31, 2020)

Representative: Hitoshi Kano, President and CEO

Business activities: Provides a variety of information services to support financial institutions, investors, and publicly listed companies