

September 13, 2018

## NIPPON PAY and Grameen Nippon Have Reached a Partnership Agreement, Introducing the Nobel Peace Prize-Winning Grameen Bank's Efforts

~Sharing our base points with Grameen Bank to embrace  
“a society in which those who are willing to work can get a job”~

NIPPON PAY Co. Ltd., (Head Office: Tokyo, Japan, CEO: Jun Takagi) has signed a partnership agreement with Grameen Nippon (Head Office: Tokyo, Japan, Chairperson: Dr. Muhammad Yunus, Chief Director: Professor Masahiro Kan), a Japanese organization of the Nobel Peace Prize-winning Grameen Bank.

NIPPON PAY, a provider of cashless solutions under the slogan of “making Japan into a cashless society” along with the NIPPON Tablet bland, will also collaborate with a general incorporated association Kessin-kai (Head Office: Tokyo, Japan, Chairperson: Naoaki Ueno), a general incorporated association that promotes sound and healthy operation in the insurance business.

### ■ What is Grameen Nippon?

Grameen Nippon was launched on September 13, 2018 in Japan to provide microfinance to low income groups in Japan following the microcredit approach pioneered by Nobel Laureate Muhammad Yunus in Bangladesh.

Grameen Nippon offers a loan and job opportunities to those who have difficulties in fulfilling requirements to borrow cash in existing financial system, including challenged job-seekers such as single mothers and people with disability. With Dr. Yunus's agreement and supports, it goes into operation, aiming at narrowing the ever-expanding economic disparities among Japanese citizens; one out of six people's income falls below the poverty line.

\* Microfinance Institutions (MFIs): financial institutions which provide (1) people in need (2) small (3) unsecured loan and other financial services including insurance, remittances and savings.

Grameen Bank is a Microfinance Institution ( \* ), which was established in Bangladesh by economist Dr. Muhammad Yunus in 1983. It has reversed conventional banking practice by removing the need for collateral and created a banking system based on mutual trust, accountability, participation and creativity. Grameen Bank and Dr. Yunus received the Nobel Peace Prize in 2006. Grameen Nippon, the Japanese version of Grameen Bank, established to create a poverty-free Japan.

Grameen methods are applied in projects in 58 countries, including Japan. Today, Grameen-type microfinance has proven its effect in reducing poverty not only in developing countries but also in economically advanced nations of Europe and America.

GRAMEEN BANK <http://www.grameen.com>

GRAMEEN NIPPON <https://grameen.jp>

**\* The company name “NIPPON PAY” changed to “NIPPON Platform” on September 25, 2019.**

**■ NIPPON Platform Co., Ltd. (As of March 31, 2019)**

**Head office:** 2-14-5-3F Kamiosaki, Shinagawa-ku, Tokyo, Japan

**H P:** <https://nippon-platform.co.jp/en/>

**Representatives:** Executive chairman and Overseas operation CEO Jun Takagi

Executive president and Domestic operation CEO Shinsuke Hishiki

**Date of establishment:** October 2016

**Capital:** 502,487,400 JPY (Including capital reserves)

**Business Activities:** Smart payment platform services, Regional revitalization and community invigoration related to mobile payment services

**Advisers:** HASIDA Koiti (PLR\*1 technical adviser)

Professor at the University of Tokyo

\*1: It is one of PDS (Personal Data Store). It is PLR (PLR: Personal Life Repository).

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