

# Fintech in Japan

## Exploring new avenues

**SWITZERLAND  
GLOBAL  
ENTERPRISE**

enabling new business

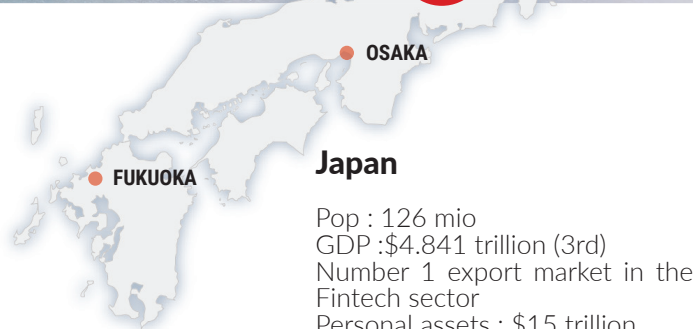


Today, Japan is a driving force behind global fintech investment results.

Regulatory changes since 2015 have made it easier for fintech startups to access funding and were designed to foment innovation.

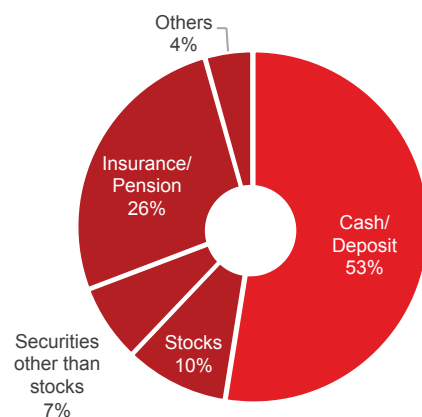
Changes include approval of using Bitcoin as an official currency, easing curbs on bank investment in non-financial firm, and allowing startups to use equity-based crowdfunding.

Swiss fintech and banking / financial know-how have a true potential to fill the needs of the Japanese market.



### Japan

Pop : 126 mio  
GDP : \$4.841 trillion (3rd)  
Number 1 export market in the Fintech sector  
Personal assets : \$15 trillion  
Personal assets Breakdown:



#### FINTECH VENTURE



From **USD 0.65 million** in 2012 to **USD 154 million** in 2016

#### ELECTRONIC MONEY



Number of IC cards for electronic money : **329 million**

#### REVENUES FORECAST



Revenues to reach **USD 743 million** by 2021 (+1552.35%)

#### PERSONAL ASSETS



Volume of personal financial assets : **53%** in cash / **26%** in pension

## SoftBank

**CORE INDUSTRY**  
MOBILE PHONE

- SoftBank: key player behind the global Vision Fund that closed an initial commitment of USD 93 billion, covering notably fintech, AI, or the IoT.
- Aug. 2017: SoftBank invested USD 250 million in a US Fintech company (Kabbage) that offers SMEs speedy access to funds.

## Rakuten

**CORE INDUSTRY**  
ONLINE RETAIL

- Rakuten Fintech fund (USD 100 million): focus on payments, lending, asset management, remittance, insurance, blockchain.
- Q4 2016: Rakuten 2016 revenues from fintech operations increased 7.6% year over year.

## MUFG

**CORE INDUSTRY**  
BANKING INDUSTRY

- MUFG Financial Group Inc. launched in Oct. 2017 a fintech fund in collaboration with 32 regional banks: JPY 3 billion in capital to develop new services

# Actions of Major Financial Institutions



**Bank of Tokyo  
Mitsubishi UFJ**

- MUFG DIGITAL Accelerator : Program for 4 months
- FinTech Challenge 2016: Hackathons for Bank API.
- Introduction of MUFG Coin.
- Open API to fintech ventures.



**Sumitomo Mitsui Banking Corporation**

- Established FinTech company jointly with Irish company Daon, to develop
- Biometric technology for smartphones.
- Open API to FinTech ventures.



**Sumitomo Mitsui Banking Corporation**

- Hackathons: Mizuho.Hack
- Mizuho FinTech Fund
- Establish joint-venture company with Wil in Silicon valley

## Market Overview

### Major Fintech Companies in Japan

PAYMENTS	BITCOIN BLOCKCHAIN	CROWDFUNDING	LENDING	PFM
<ul style="list-style-type: none"> <li>• Coiney</li> <li>• kyash</li> <li>• Link Processing</li> <li>• Liquid</li> <li>• paidy</li> <li>• PAY.JP</li> <li>• ROYALGATE</li> <li>• SPIKE</li> </ul>	<ul style="list-style-type: none"> <li>• bitFlyer</li> <li>• BTCBOX</li> <li>• coincheck</li> <li>• mijin</li> <li>• Orb</li> <li>• Techbureau</li> </ul>	<ul style="list-style-type: none"> <li>• A-port</li> <li>• CAMPFIRE</li> <li>• CrowdBan</li> <li>• firstflight</li> <li>• GREENFUNDING</li> <li>• JAPANGIVING</li> <li>• kibidango</li> <li>• Makuake</li> <li>• Readyfor</li> </ul>	<ul style="list-style-type: none"> <li>• Crowdbank</li> <li>• GreenInfraLending</li> <li>• LuckyBank</li> <li>• maneo</li> <li>• SBI social lending</li> </ul>	<ul style="list-style-type: none"> <li>• Dr.Wallet</li> <li>• Money Forward</li> <li>• Moneytree</li> <li>• zaim</li> </ul>

FINANCIAL INFORMATION	ASSET MANAGEMENT	MANAGEMENT SUPPORT	INSURANCE	SECURITY
<ul style="list-style-type: none"> <li>• NOWCAST</li> <li>• OFFICELIFE</li> <li>• SPEEDA</li> <li>• ZUUonline</li> </ul>	<ul style="list-style-type: none"> <li>• AnomalySearch</li> <li>• Capitalico</li> <li>• FPCafe</li> <li>• One Tap BUY</li> <li>• Okane no Design</li> <li>• WEALTHNAVI</li> </ul>	<ul style="list-style-type: none"> <li>• A-SaaS</li> <li>• board</li> <li>• Crowdcast</li> <li>• free</li> <li>• MakeLeaps</li> <li>• MerryBiz</li> <li>• MFcloud</li> <li>• Misoca</li> <li>• SHARES</li> <li>• SmileWorks</li> <li>• STREAMED</li> <li>• Readyfor</li> </ul>	<ul style="list-style-type: none"> <li>• DriveON</li> </ul>	<ul style="list-style-type: none"> <li>• BankGuard</li> <li>• capy</li> </ul>

# An Opportunity for Swiss Fintech Companies

## Market Needs

- Compensating/correcting the impact of a lagging ICT infrastructure within the financial sector
- Easing current constraints on SMEs (procurement of working capital, restriction of credit card usage, high cost of exchange transactions, etc.)
- Improvement of IT and financial literacy among upper management
- Improving accounting
- Reduce the costs of expensive cross-border transactions
- Increase of the proportion of investment product within household assets
- Improvement of “flow-of-funds”
- Meeting concerns related to information and data security
- Solutions compensating for low availability of high-skilled professionals in Japan in the IT and financial sectors

## Swiss Solutions

- International reputation and know-how of the Swiss financial, insurance and banking systems
- Some of the highest information, data security, privacy standards
- Investing and asset management apps
- Personal finance apps and online accounting services
- Crypto and IT security
- Insurance
- Data-driven insights
- Payment solutions
- Crowdfunding

# Want to Know More?

## Contact us!

The Swiss Business Hub Japan (SBH Japan) is the Tokyo-based representative of the official international trade and investment promotion agency, Switzerland Global Enterprise (S-GE).

We can open doors to the Japanese financial institutions and your potential partners.

Our team in Switzerland and Japan will help you decide on a suitable market strategy for Japan. We will prepare a service package based on your specific requirements and business priorities.

We work with a wide network of local partners and industry experts.

**Swiss Business Hub Japan**  
c/o Embassy of Switzerland  
5-9-12 Minami Azabu, Minato-ku  
106-8589 Tokyo Japan  
[tok.sbhjapan@eda.admin.ch](mailto:tok.sbhjapan@eda.admin.ch)

 **SWITZERLAND  
GLOBAL  
ENTERPRISE**  
enabling new business