

For Reference Only

October 12, 2017

Announcement on Business Partnership with Bplats, Inc.

Tokyo Century Corporation is pleased to announce that it has reached an agreement with Bplats, Inc. (“Bplats”), a developer and provider of comprehensive platform systems for subscription* commerce, to conclude a partnership agreement.

* Subscription: A payment method for usage depending on the amount and time of usage of software, services and others, instead of buying or renting things.

With the full advent of an IoT era characterized by a rapid digitalization of all things, usage status per transaction/operation and time are available, and can be converted to data. Under this advancement, we are expecting an increasing demand of pay-per-use rate for experience/value of service which is actually occurred, depending on amount and time of use in the leasing/rental market, in addition to conventional flat rate for lease/rental items.

Bplats subscription platform enables to visualize the usage of things leveraging IoT, and provide business operating base including charging, billing and transaction management through its cloud service. Furthermore, the platform can be linked to customers’ existing systems and able to respond to diversified payment services and languages.

Tokyo Century plans to take initiatives on business collaborations with its customers leveraging the platform which is incorporating subscription functions provided by Bplats. Specifically, the company intends to contribute to realizing financial services to its customers including financing their initial system investment and subscription method incorporating pay-per-use rate. Tokyo Century will expand businesses where it has a competitive advantage with the keyword of “service”, while further endeavoring in cultivating customer needs with an eye to developing this business model globally through this business partnership.

The company cites in its basic strategy for the Equipment Leasing under its Third Medium-Term Management Plan launched in fiscal 2016, that is designed to transform to take on new business areas that transcend the conventional concept of leasing. Tokyo Century will endeavor to create unique businesses that respond to the changing market environment. Also, the company will meet diverse customer needs by liberating ourselves from conventional thinking and existing business models.

Looking ahead, Tokyo Century will seek further growth of its businesses in an effort to develop new services by promoting creative ventures with prime business partners and meeting customer needs and expectations through creating advanced business models based on IoT.

This business partnership will have no significant impact on Tokyo Century’s consolidated performance for the fiscal year ending March 2018, and does not change the earnings forecast released on May 12, 2017.

<Overview of Bplats, Inc.>

Company Name: 3-2-8 Uchikanda, Chiyoda-ku, Tokyo
Established: November 2006
Company Representative: Kenji Fujita, CEO & President
Business: Cloud service business (Develop and provide comprehensive platform systems for subscription commerce)
Major Shareholders: Officers and employees
Tokyo Century Corporation
Showcase Capital Inc.
GMO Payment Gateway, Inc.
Networld Corporation
GLOBIS CAPITAL PARTNERS & Co.
Nippon Venture Capital Co., Ltd.
and others

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