

August 5, 2021

To All Concerned Parties

Company Name: Money Forward, Inc.
Representative: Yosuke Tsuji
Representative Director,
President and CEO
(Code number: 3994, TSE First Section)
Contact: Naoya Kanesaka
Director, Executive Officer and CFO
Tel: 81-3-6453-9160

Announcement Regarding Determination of Issue Price and Other Matters

Money Forward, Inc. (the “Company”) hereby announces that it has determined the issue price, offer price and other matters in relation to the issuance of new shares by way of an international offering (the “International Offering”), which its Board of Directors resolved on August 2, 2021 (Mon), as set forth below.

(1) Issue Price (Offer Price)	(Note)	¥6,586 per share
(2) Total Amount of Issue Price (Offer Price)		¥32,930,000,000
(3) Amount to be Paid In	(Note)	¥6,314.40 per share
(4) Total Amount to be Paid In		¥31,572,000,000
(5) Amount of Capital Stock and Capital Surplus to be Increased	Increase in Capital Stock	¥15,786,000,000
	Increase in Capital Surplus	¥15,786,000,000
(6) Payment Date		August 17, 2021 (Tue)
(7) Delivery Date		August 18, 2021 (Wed)

(Note)

The Underwriters will purchase the shares at the amount to be paid in and will offer them at the issue price (the offer price).

<Reference>

1. Calculation of Issue Price (Offer Price)

(1) Calculation Reference Date and Price	August 5, 2021	¥6,790
(2) Discount Rate		3.00%

2. Use of Proceeds

The net proceeds from the International Offering are estimated to be approximately ¥31.3 billion, and the Company plans to use ¥15 billion for personnel and advertising expenses to acquire new customers and costs for developing systems to

Note: This press release does not constitute an offer of any securities for sale. This press release has been prepared for the sole purpose of making a public announcement regarding the International Offering, and not for the purpose of soliciting investment, etc. within or outside Japan. This press release does not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States. The securities referred to in this press release have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the “Securities Act”). The securities may not be offered or sold in the United States absent registration or an exemption from the registration requirements under the Securities Act. No public offering of the securities will take place in the United States.

improve customer value by the end of November 2024, ¥12 billion for M&A to realize accelerated growth by the end of November 2024, approximately ¥3.5 billion toward replenishing the Company's cash and deposits that was used to fund the acquisition of shares of R&AC Co., Ltd., SLEEKR PTE LTD. (Mekari group) and Susten Capital Management Inc., by August 2021, and the remaining amount for the repayment of borrowings that will become due by the end of November 2024. If the Company has not conducted M&A requiring the above amount of expenditure by the end of November 2024, the remaining amount that has not been allocated to M&A will be allocated to personnel and advertising expenses to acquire new customers and costs for developing systems to improve customer value to the end of November 2025.

End

Note: This press release does not constitute an offer of any securities for sale. This press release has been prepared for the sole purpose of making a public announcement regarding the International Offering, and not for the purpose of soliciting investment, etc. within or outside Japan. This press release does not constitute or form a part of any offer or solicitation to purchase or subscribe for securities in the United States. The securities referred to in this press release have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "Securities Act"). The securities may not be offered or sold in the United States absent registration or an exemption from the registration requirements under the Securities Act. No public offering of the securities will take place in the United States.