

ACOM Agreed on Business Alliance with Crezit
~ New Business Creation at Newly Established Subsidiary ~

ACOM CO., LTD. (President & CEO: Masataka Kinoshita; hereinafter, “ACOM”) and Crezit Holdings, Inc. (President & CEO: Toshiaki Yabe; hereinafter, “Crezit”) made an agreement on March 18th, 2022, regarding implementation of “Credit as a Service Platform (CaaS PF) *” into ACOM’s newly established subsidiary and creation of new business.

* Credit as a Service Platform:

A platform that provides the system infrastructure and operations required to build financial services.



*Masataka Kinoshita, ACOM (left), Toshiaki Yabe, Crezit (right)

1. Main Contents of the Business Alliance

We will conduct the followings for the world that customers will be able to reach seamless and optimal financial services by combining ACOM’s experience and expertise as a leading company of the consumer finance industry, with “CaaS PF” the Crezit possesses.

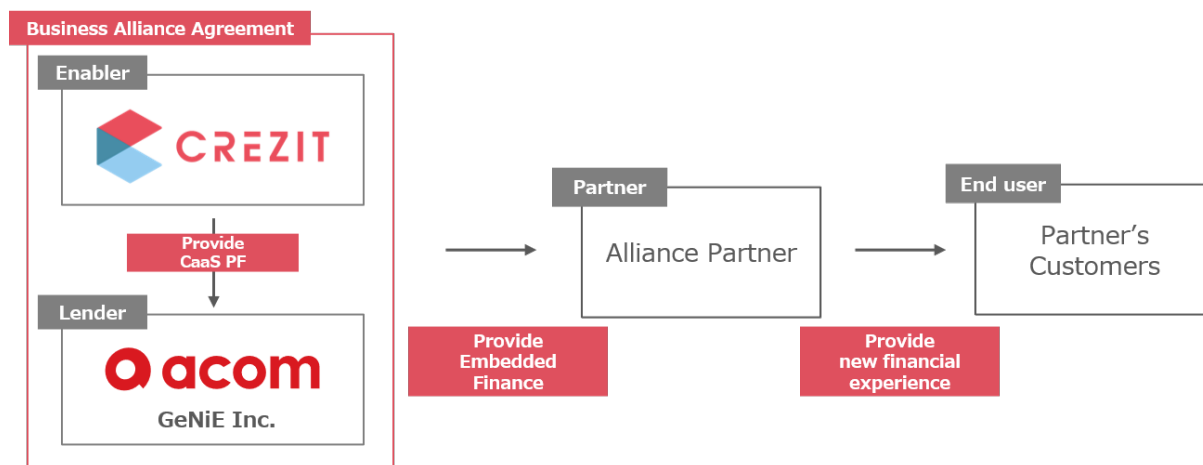
(1) Implementation of CaaS PF to the newly established subsidiary

By implementing a CaaS PF, we will achieve all types of businesses for a rapid and efficient entry into the consumer credit business by promptly building a system infrastructure from utilizing speedy and flexible system infrastructure Crezit possesses.

(2) Creation of “Credit as a Service” by the newly established subsidiary

Under this business alliance, the newly established subsidiary of ACOM will be the bearer of financial services and, while using the CaaS PF provided by Crezit, will partner with companies that have end users to provide new experiences of financial services to customers who use the services of those companies.

[Image of Credit as a Service]



2. Overview of the newly established company

(1) Company Name	GeNiE Inc.
(2) Business Outline	Embedded Finance
(3) Capital Stock	500 million yen
(4) Composition of Shareholders	100% by ACOM

3. Schedule to Commerce the Business

(1) Date of Incorporation	April 1 st , 2022
(2) Registration of money lender’s license	Around July, 2022
(3) Registration to Designated Credit Bureau	Around October, 2022
(4) Commerce the business	By the end of 2022

*Above dates may change to an accident or any unavoidable circumstances.

4. Comments from each Representatives

(1) Masataka Kinoshita, President & CEO of ACOM CO., LTD.

For people to reach “what they want” or “the services they would like to get”, ACOM has committed to providing consumer credit services through the Loan and Credit Card business.

In this business alliance, a newly established company of ACOM and Crezit will jointly provide services by “platforming” the flexible system that Crezit owns and operating expertise that ACOM owns, which will be a new development for ACOM.

By providing seamless financial experience to the customers who use services from various

companies, we can contribute by differentiating the service level with others and also increasing the customer satisfaction.

We will start by providing loan service, which is our strength, for the first step but will develop a new consumer credit market through phased expansion of financial products.

(2) Toshiaki Yabe, President & CEO of Crezit Holdings, Inc.

Crezit is a fintech start-up company in business for 3 years, established based on the mission “Optimize Credit, Unleash Potential.”

We strongly believe that we could create a greater innovation by involving tons of stakeholders to our platform “Credit as a Service.”

By incorporating data that increases from diversified customer contact points and experiences, we will create, with ACOM, a consumer credit services that would have been difficult to achieve, along with providing “optimal credit” for customers.

This business alliance with ACOM will be the great opportunity for us to sublimate it into a challenge that will add a new page to the industrial history that the consumer credit industry has built up.