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November 9, 2022

Company Name: COLOPL, Inc.  
Representative: Takashi Miyamoto, President  
(Securities Code: 3668  
Tokyo Stock Exchange Prime Market)  
Inquiries: Yoshiaki Harai, Executive Director  
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### **Notice of Establishment of Blockchain Gaming Subsidiary**

COLOPL, Inc. (the “Company”) hereby announces that at the meeting of the Board of Directors held today, the Company has resolved to establish a subsidiary, Brilliantcrypto, Inc. ("Brilliantcrypto"), which will develop and distribute services such as GameFi utilizing blockchain technology or cryptographic assets and NFT.

#### Notes

##### 1. Reason for Establishment of Subsidiary

We have grown by providing many new forms of entertainment with the latest technology and creative ideas. In recent years, the fields of blockchain technology, crypto assets, and GameFi utilizing NFT have been attracting worldwide attention and expected to grow in the future. We have established this new company in order to respond quickly to this rapidly changing market and environment.

Brilliantcrypto will seriously address the sustainability issues that Play to Earn faces, and by creating a world where playing games creates value for the world, we aim to make Play to Earn sustainable.

For details, please refer to the attached press release.

## 2. Overview of the subsidiary to be established

(1) Name	Brilliantcrypto, Inc.	
(2) Location	9-7-2 Akasaka, Minato-ku, Tokyo	
(3) Title and Name of representative	Representative Director and President: Naruatsu Baba	
(4) Business	Development and distribution of GameFi and other services utilizing blockchain technology or crypto assets and NFT	
(5) Paid-in capital	100 million yen	
(6) Date of Establishment	November 9, 2022	
(7) Major Shareholders and Shareholding Ratio	100.00% COLOPL, Inc. (the Company)	
(8) Relationship between the Company and Brilliantcrypto	Capital Relationship	The Company plans to invest 100.00% of Brilliantcrypto.
	Personal Relationship	Brilliantcrypto will be represented by Naruatsu Baba, Chairman of the Board and Representative Director of the Company.
	Business Relationship	A business consignment agreement is planned to be executed between the Company and Brilliantcrypto
(9) URL	<a href="https://brypto.net">https://brypto.net</a>	

## 3. Future Outlook

The establishment of the new subsidiary will have an immaterial impact on consolidated performance. If a significant impact is expected in the future, it will be promptly disclosed.

End.

**【COLOPL】 Established blockchain game subsidiary "Brilliantcrypto"**

～Sustainable Play to Earn with "Proof of Gaming"～

COLOPL, Inc. (Representative Director and President: Takashi Miyamoto; Headquarters: Minato-ku, Tokyo; hereafter "COLOPL") announces the establishment of Brilliantcrypto, Inc. ("Brilliantcrypto"), a wholly owned subsidiary engaged in the blockchain game business.



**What is Brilliantcrypto?**

The newly established Brilliantcrypto was founded to seriously address the issues faced by Play to Earn in blockchain games and to create games that stand out and shine in the public eye. We will create new value for the entire world by utilizing blockchain technology and the wealth of expertise that the Coloplast Group has cultivated over many years in the game business.

**Background and Vision**

In recent years, "Play to Earn," a way to earn money while playing games, has been attracting attention worldwide. The market is already active overseas and attracting attention as a market that is expected to grow significantly.

"Play to Earn", on the other hand, in which has already released has sustainability issues.

Brilliantcrypto wants to solve this problem and realize a sustainable Play to Earn, and has created a new concept called "Proof of Gaming" in which playing games creates value in the world. By introducing the "Proof of Gaming," we aim to realize a sustainable Play to Earn.

In addition, Naruatsu Baba, founder and Chairman and Chief Creator of COLOPL, will serve as the representative director of Brilliantcrypto to strengthen the development system and expand the business to the global market.

## Brilliantcrypto logo



# Brilliantcrypto

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Company profile of Brilliantcrypto, Inc.

Company name : Brilliantcrypto, Inc. <https://brypto.net>

(read: Buririantokuriputo)

Location : Midtown East 5F & 6F, 9-7-2 Akasaka, Minato-ku, Tokyo

Establishment : November 9, 2022

Representative: Naruatsu Baba, Representative Director and President

Capital : 100 million yen

Business: Development and distribution of GameFi and other services utilizing blockchain technology or crypto assets and NFT

Company profile of COLOPL, Inc.

Company name : COLOPL, Inc. <https://colopl.co.jp>

Location : Midtown East 5F & 6F, 9-7-2 Akasaka, Minato-ku, Tokyo

Establishment : October 1, 2008

Representative: Takashi Miyamoto, Representative Director and President

Business : Provision of mobile game services for domestic and overseas markets, with a focus on smartphone applications

Provision of services forVR (virtual reality) devices

Investment in domestic and foreign unlisted companies and fund management

Official Twitter: [https://twitter.com/colopl\\_pr](https://twitter.com/colopl_pr)

Official Facebook: <https://www.facebook.com/coloplinc/>

Inquiries about this release

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PR Group, COLOPL, Inc.

<https://colopl.co.jp/contact/pr/>

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