

MONEX GROUP

Announcement of Subsidiary's Release

TOKYO, April 17, 2024 – Coincheck, Inc. (hereinafter referred to as "Coincheck"), a subsidiary of Monex Group, Inc., announced that it will start airing TV commercials to acquire new customers and foster its brand awareness, as the recent uptrend of crypto asset market is expected to further expand potential investor base of crypto assets in Japan.

Coincheck has conducted various marketing measures in a flexible manner in response to market conditions while continuously examining its cost efficiency. As a result, Coincheck has won No. 1 in terms of the number of app downloads among Japanese players for the past five consecutive years*, while controlling advertising expenses. Going forward, Coincheck will further gain a strong brand recognition and accelerate its customer acquisition pace to establish an overwhelming position in crypto asset exchange and web3 service provider industry of Japan.

* This data is supported by App Tweak and refers to domestic crypto asset trading apps from January 2019 to December 2023.

Attachment: Summary of Coincheck, Inc. press release

Coincheck to start broadcasting new TV commercial on May 9

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【Press Release】

April 17, 2024
Coincheck, Inc.

Coincheck to start broadcasting new TV commercial on May 9

Coincheck, Inc. (Headquartered in Shibuya-ku, Tokyo; Satoshi Hasuo, Representative Director & President; hereinafter “Coincheck”), which operates the “Coincheck” service, the No.1 crypto asset trading service in Japan for app downloads for five consecutive years, announces its new TV commercial “CoinCheck-kun Edition,” featuring Goro Inagaki and Mogura Suzuki, will be aired nationwide (excluding some areas) starting from May 9, 2024.

Coincheck runs the crypto asset trading platform called “Coincheck,” which has been the most downloaded trading app in Japan for five consecutive years. The “Coincheck” app is user-friendly and designed to simplify the process of purchasing crypto assets, including Bitcoin, making it accessible to beginners. The Coincheck app is the preferred choice for beginners looking to trade crypto.

■ Highlights of this TV commercial

The new advertisement for Coincheck, called “Coincheck-kun Edition,” features famous actor Goro Inagaki and comedian Mogura Suzuki from the comedy duo Kuki Kaidan. This extravagant collaboration is produced by Ryumei Yamazaki, the hit-maker of commercials and the creative director in Japan, who has worked on all of Coincheck’s previous TV commercials. In this advertisement, the cool Goro Inagaki is suddenly met with the mysterious PR character “Coincheck-kun.” The advertisement promises to be surreal and comical, featuring interactions between “Coincheck-kun,” played by Mogura Suzuki, and Goro Inagaki.

■ TV Commercial details

Broadcast Start: May 9, 2024 (Thursday) -

Cast: Goro Inagaki / Mogura Suzuki

Broadcast Area: Nationwide (excluding some areas)

■ TVCM Broadcast Celebration! Family & Friends Referral Campaign

We are excited to announce that as the TVCM broadcast begins, we will increase the rewards for our ongoing Family & Friends Referral Campaign from today around 3 p.m. (tentative).

As part of this campaign, we will offer up to 4,500 yen worth of Bitcoin as a gift to the referrer for each successful referral, and up to 15,000 yen worth of Bitcoin as a gift to the referred person.

For more information, please visit the campaign website.
Campaign Site: <https://campaign.coincheck.com/invitation>

About Coincheck, Inc.

Coincheck, Inc. operates the crypto asset trading service “Coincheck,” which has been “Japan’s No.1*” downloaded trading app for five consecutive years. The company’s mission is “Making Exchange of New Value Easier” by providing better services based on the latest technology and advanced security measures. Coincheck aims to make the “exchange of new value” created by crypto assets and blockchain more easily accessible to its customers.

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For inquiries from the press regarding this release, please contact
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