

About Money Forward

- Launched PFM service in Dec-2012, Accounting SaaS service in Nov-2013
- Raised JPY4.8bl (≒USD48m) to date, key investors include JAFCO, Monex Ventures, Credit Saison, Shizuoka bank, SBI holdings, Yamaguchi Financial Group, The Toho Bank, Mizuho Financial Group, Isetan Mitsukoshi Holdings, North Pacific Bank, The Gunma Bank, The Fukui Bank, The Shiga Bank, Mitsubishi UFJ capital, Dentsu Digital, GMO Venture Partners and others
- Number of employees: Approx. 200 (as of Nov. 2016)
- Awards
 - ✓ Jan. 2014 “US Embassy's Award”, The Entrepreneur Awards Japan 2014
 - ✓ Feb. 2014 “Judge's Award”, Japan Venture Awards (JVA) 2014
 - ✓ Mar. 2014 “Grand Prix”, Financial Innovation Business Conference (FIBC) 2014
 - ✓ Dec. 2014 “Grabd Prix”, NTT DATA the 1st Open Innovation Business Contest





Yosuke Tsuji

- Co-founder and CEO of Money Forward
- Board member of MONEX Ventures' Investment Committee
- Board of Directors executive member at Japan Association of New Economy (JANE)
- Committee Member of "Fintech Review Conference" of METI

- 2001-2004 Worked at Sony, Finance Department
- 2004-2012 Worked at Monex Securities (one of Japan's largest online brokerage firms) in marketing and business development. Tenured as Chief of Marketing Department.

- <Attended>
- Faculty of Agriculture (BS), Kyoto University (2001)
- MBA at Wharton School, University of Pennsylvania (2011)



Chihiro Asano (Board Member)

- Built account aggregation, database and security platform
- Through his career, developed analysis tools for financial market, analyzed and developed algorithm and provided IT consulting services for financial institutions
- Graduated Faculty of Science and Engineering of Waseda University in 2008 (Master)



Toshio Taki (Head of Fintech Research, Board Member)

- Member of “Panel of Experts on FinTech Start-ups” of FSA
- Member of “Study Group on FinTech” of METI
- Leader of “Fintech Task Force” of Japan Association of New Economy making recommendations for the regulators
- 2004-2012 Nomura Institute of Capital Markets Research. 2011-2012 CEO Office, Nomura Holdings. Conducted research on retail financial business and evaluated business models both domestic and abroad
- Graduated Keio University (Faculty of Economics) in 2004 and Stanford University, Graduate School of Business (MBA) in 2011



Naoya Kanesaka (CFO, Board Member)

- 2007-2014 Goldman Sachs (Tokyo and San Francisco), Vice President M&A, Investment Banking
- Graduated Tokyo University (Faculty of Economics) in 2007



App Store “Finance Category” No.1
Google Play Best Apps of 2014-2016

# of Users	5.0 million (No.1 Market Share in PFM services in Japan*)	# of Financial Institutions linked to the service	2,600+
Average Savings Improvement	JPY19,090円 (≒\$171)/month	Alliance with Financial Institutions (FIs)	<ul style="list-style-type: none"> • Customized app for 8 FIs • Marketing platform for 20 FIs

* (Source) Research firm : Rakuten Research, Inc. Research method : Internet survey Date : Mar. 23 – Mar. 27, 2017
Target: Persons who have used PFM services Target age : 20~69 # of persons: 685

MFクラウド



- Accounting / Tax Return
- Invoice
- Payroll
- My Number (SSN)
- Expense
- Lending

# of Users	500,000 +	# of Financial Institutions linked to the service	3,600 +
# of Accounting Offices	1,900 +	Users' Improvement	<ul style="list-style-type: none"> Reduced 80% of time spent on tax return* Reduced 100minites on issuing invoices**

** (Source) Research firm : Money Forward, Inc Research method : Internet survey Research Time: Jan. 2015
 Target: Persons who uses "MF Cloud Tax Return" # of persons: 150

*** (Source) Research firm : Money Forward, Inc Research method : Internet survey Research Time: Feb. 2016
 Target: Persons who uses "MF Cloud Invoice" # of persons: 173

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