

November 25, 2024

To Whom It May Concern

Company: Metaplanet Inc.
Representative: Representative Director
Simon Gerovich
(TSE Standard 3350)
Contact: IR Director Miki Nakagawa
Tel: 03-6772-3696

Metaplanet Announces Definitive Agreement to Launch Bitcoin Magazine Japan, Pioneering Bitcoin Adoption in Japan

Metaplanet Inc. is excited to announce the finalization of an exclusive licensing agreement with BTC Media Inc, securing the rights to launch Bitcoin Magazine Japan. Previously, the signing of MOU was signed on July 26, 2024, as announced in “Announcement of Memorandum of Understanding (MOU) with Bitcoin Magazine.” This landmark partnership establishes Metaplanet as the driving force behind bringing the world's leading Bitcoin media brand to Japan, underscoring our commitment to becoming a global leader in Bitcoin adoption and education.

Background and Purpose of the Agreement:

With Bitcoin Magazine Japan, Metaplanet seeks to become the definitive voice for Bitcoin in Japan. As Japan's influence in global finance grows, Bitcoin Magazine Japan will serve as the country's trusted source for news, analysis, and educational content about Bitcoin. Our goal is to onboard millions of Japanese individuals and organizations into the Bitcoin ecosystem, strengthening Metaplanet's position as a trailblazer in corporate Bitcoin integration.

Future Plans and Staffing Initiatives:

In preparation for a full rollout scheduled for Q1 2025, Metaplanet is actively recruiting top talent across editorial, content creation, business management, and social media. Building a world-class team is key to ensuring Bitcoin Magazine Japan becomes the country's leading platform for Bitcoin education and community engagement.

Strategic Importance:

Japan holds a pivotal position in global finance and technology, making it a key market for Bitcoin adoption. Through Bitcoin Magazine Japan, Metaplanet aims to serve as the bridge between Japan's financial institutions, regulators, and the Bitcoin community. By providing unparalleled insights and fostering collaboration, we seek to not only expand the Bitcoin ecosystem but also elevate Metaplanet's role as a catalyst for Bitcoin innovation in Japan and beyond.

This milestone reinforces Metaplanet's mission to integrate Bitcoin into corporate and societal frameworks. As the operator of Bitcoin Magazine Japan, Metaplanet positions itself as a central player in shaping the future of Bitcoin adoption, education, and innovation in Japan.