



February 20, 2019  
Mizuho Financial Group, Inc.  
Mizuho Bank, Ltd.

## Launch of J-Coin Pay, smartphone payment service using QR codes

60 financial institutions to create a bank digital currency platform

Mizuho Bank, Ltd. (President & CEO: Koji Fujiwara), a core subsidiary of Mizuho Financial Group, Inc. (President & CEO: Tatsufumi Sakai), will launch a new bank digital currency platform J-Coin Pay in March 2019, in cooperation with approximately 60 other financial institutions.

J-Coin Pay employs QR codes<sup>1</sup> to provide smartphone-based payment services. It will allow customers to make payments, send and receive transfers, and perform other financial transactions all on their smartphones. Customers will also be able to use the smartphone app to move funds between their J-Coin Pay accounts and their deposit accounts at their financial institutions for free, anytime and anywhere.

### The J-Coin Pay app



1 “QR code” is a registered trademark of Denso Wave Incorporated.

## 1. J-Coin Pay's role in society's future

With the new bank digital currency platform J-Coin Pay, Mizuho Bank and other participating financial institutions will work together towards the Japanese government's goal of achieving a cashless society.<sup>2</sup> Some of the J-Coin Pay features that will contribute to realizing this society are as below.

### ◆ Anytime, anywhere

- Available in both urban and rural areas
- Available at both large retail chains and small- and medium-sized shops

### ◆ Anyone

- Available to anyone with a deposit account, including seniors and residents of rural areas
- Available to non-Japanese customers visiting Japan, through partnerships with QR code operators outside Japan

### ◆ With anyone

- Allows for transferring funds to other individuals as well as paying at stores
- Allows for transferring funds not only with Mizuho Bank accounts but also with accounts at any of the participating financial institutions

2 The Japanese government is aiming to double the ratio of consumers using cashless payments to 40% by 2025 (Ministry of Economy, Trade and Industry, "Cashless Vision," April 2018).

## 2. J-Coin Pay rollout

The J-Coin Pay app will launch on iOS and Android on March 1. Customers will be able to register their Mizuho Bank deposit accounts the same day and their deposit accounts at certain participating financial institutions from March 25. Other participating financial institutions will be added gradually thereafter. Further details will be announced separately.

## 3. Participating financial institutions

Approximately 60 financial institutions<sup>3</sup> plan to participate (as of February 20).

#### 4. Expansion of services

We are planning to expand services as below in order to have J-Coin Pay make further positive contributions to society.

- ◆ Expand the J-Coin Pay affiliated store network and strengthen partnerships<sup>4</sup>  
The following page lists the companies currently looking into using or partnering with J-Coin Pay.
- ◆ Enhance payment services for non-Japanese customers visiting Japan through partnerships with QR code operators outside Japan  
Our partnerships with UnionPay and Alipay will be our starting point for expanding our network of global partners, with a focus on Asia.
- ◆ Provide J-Coin Pay for transfers between corporate clients and individual customers, such as expense accounting and salary payment.  
We will expand our bank digital currency platform to provide a wide range of financial services.

#### 3 Participating financial institutions (as of February 20, listed by region and banking code)

**J-Coin Pay 参加金融機関**

**中国**

- 鳥取銀行
- 山陰合同銀行
- 中国銀行
- 広島銀行
- 山口銀行
- BANK トマト銀行
- もみじ銀行

**近畿**

- 滋賀銀行
- 京都銀行
- 池田泉州銀行
- 但馬銀行

**中部**

- 第四銀行
- 北陸銀行
- 富山銀行
- OKB 大垣共立銀行
- 十六銀行
- 三重銀行
- 大光銀行
- 長野銀行
- 富山第一銀行
- 名古屋銀行
- 第三銀行

**北海道**

- 北海道銀行
- 北洋銀行

**東北**

- 青森銀行
- 山形銀行
- 家庭の銀行
- みちのく銀行
- 秋田銀行
- 北都銀行
- 庄内銀行
- 東邦銀行
- 北日本銀行
- 福島銀行

**九州沖縄**

- 筑邦銀行
- 佐賀銀行
- 肥後銀行
- 宮崎銀行
- 西日本シティ銀行
- 北九州銀行

**四国**

- 阿波銀行
- 百十四銀行
- 伊予銀行
- 四国銀行
- 愛媛銀行
- 高知銀行

**関東**

- 群馬銀行
- 足利銀行
- 常陸銀行
- 筑波銀行
- 千葉興業銀行
- 三井住友信託銀行
- 新生銀行
- TOWA 東和銀行
- 栃木銀行
- MIZUHO みずほ信託銀行
- MIZUHO みずほ銀行

**J-Coin Pay**

**MIZUHO**

4 Companies looking into using or partnering with J-Coin Pay  
(as of February 20, listed alphabetically by type)

	Company / brand	Industry
Retail	BicCamera Inc.	Consumer electronics retail
	Daiso Industries Co., Ltd.	100 yen shops
	FamilyMart Co., Ltd.	Convenience stores
	Regal Corporation	Shoe manufacture and sales
	Trial Company Inc.	Supercenters
	Welcia Yakkyoku Co., Ltd.	Drugstores
	Yamada Denki Co., Ltd.	Consumer electronics retail
Food and Restaurants	Koizumi Group K.K.	Retail / restaurants
	Matsuya Foods Holdings Co., Ltd.	Restaurants
	Nissin Foods Holdings Co., Ltd.	Food
	Ride On Express Holdings Co., Ltd.	Food delivery
	Royal Holdings Co., Ltd. (Gathering Table Pantry restaurant in Bakurocho)	Restaurants
	Sapporo Holdings, Ltd.	Food
	Skylark Holdings Co., Ltd.	Restaurants
Services	Concur Technologies, Inc. (cloud-based expense accounting and management)	Cloud services
	Cosmo Oil Marketing Co., Ltd.	Energy
	East Japan Railway Company	Payment services
	JapanTaxi Co., Ltd. (ride-hailing apps and other services and products for companies running tablet-equipped taxis, such as Nihon Kotsu Co., Ltd. and Teito Motor Transportation Co., Ltd.)	Transportation (taxis)
	Nippon Steel Kowa Real Estate Co., Ltd.	Real estate
	Tachihi Holdings Co., Ltd.	Property rental
	Tokyu Corporation	Transportation
	Yamato Financial Co., Ltd.	Payment collection services