

Financie Launches Business Collaboration with HORIE MOBILE, Produced by Takafumi Horie.

~ Aiming to establish a new mobile brand in Web3 with FiNANCiE ~

FNCT (Financie Token) main page: <https://fnct.xyz>

Financie, Inc.(headquartered in Shibuya-ku, Tokyo; Hironao Kunimitsu, CEO; hereinafter "Financie") has agreed to collaborate with *Takafumi Horie's new mobile brand "HORIE MOBILE" developed by X-Mobile, Co., Ltd.(located in Minato-ku, Tokyo; Masanori Kino, President; hereinafter "X-Mobile"), which is developing "HORIE MOBILE," a new mobile brand of Takafumi Horie. Under this agreement, HORIE MOBILE Token is scheduled to be issued around April 2023 on FiNANCiE, a blockchain-based token-issuing crowdfunding service.

*Takafumi Horie is a Japanese celebrated entrepreneur who currently dedicates to various industries including Space industry, and an influencer who has over 1.6 million subscribers on YouTube.



Financie, Inc. is a company that provides consecutive support for the formation of token-based communities and ecosystems, including the blockchain-based token-issuing crowdfunding service FiNANCiE, the NFT business, and the IEO* support business. Currently, we have issued, sold, planned, and operated tokens for over 200 sports teams, entertainment projects, and individuals, and are aiming to establish the only Web3 platform in Japan that supports the formation and expansion of token ecosystems in a single integrated manner. In addition, in February 2023, we conducted the IEO sale of crypto asset FNCT (Financie Token) as the third IEO in Japan. FNCT began its sales on Coincheck IEO on February 21, 2023, exceeding its target in just one hour and recording a final total application amount of over JPY 20 billion.

The first step in this initiative is to issue HORIE MOBILE Token on FiNANCiE as a loyalty program for "HORIE MOBILE" users, which is scheduled to be issued around April 2023. In conjunction with today's service launch, the first 10,000 HORIE MOBILE subscribers will receive FiNANCiE points that can be used to purchase HORIE MOBILE Token.

* IEO stands for "Initial Exchange Offering" and is a mechanism whereby crypto assets issued by companies, projects, etc. are vetted by crypto asset exchanges before being sold. In addition to being able to raise funds, tokens make it easy to form and strengthen communities.

■ Outline of HORIE MOBILE

"HORIE MOBILE" will provide a new communication service based on the concept of "LCC Mobile, where you can participate, support, and accelerate into the future". The service will feature "free access to original user-only content," and will offer HORIE MOBILE users exclusive benefit programs such as "Daily HORIE News," where they can receive useful information on Horie's business, politics, and economics, and "HORIE Project Participation Rights," which will be developed in the future. The program is planned to offer the following benefits: The communication service comes with a "20GB/unlimited 5-minute voice plan" and "extensive shop support" at 170 X-Mobile stores nationwide, for the industry's lowest standard monthly fee of JPY 2,755 (JPY 3,030 including tax).

【Product Overview】

Product Name : HORIE SIM

Monthly Fee : 2,755 yen (excluding tax) <3,030 yen (including tax)

Plan contents : 20GB monthly data capacity, unlimited 5-minute voice calls + original content

■ About X-Mobile, Co., Ltd.

Company name: X-Mobile, Co., Ltd.

Location: Akasaka Front Town 2F, 4-8-19 Akasaka, Minato-ku, Tokyo

Representative Director: Masanori Kino

Establishment: October 2013

Business description: Provision of mobile communication services, sales of mobile handsets

URL: <https://xmobile.ne.jp/>

■ About Financie, Inc.

Company Name: Financie, Inc.

CEO: Hironao Kunimitsu

Incorporated in: Jan, 2019

Location: Cerulean Tower 15F 26-1 Sakuragaokacho, Shibuya-ku, Tokyo, 150-8512 Japan

Contact: <https://www.corp.financie.jp/en/contact>

FiNANciE <https://financie.jp/>

App Store (OS: iOS 14. or higher)

<https://apps.apple.com/jp/app/financie/id1470196162>

Google Play (OS: Android 6.0 or higher)

<https://play.google.com/store/apps/details?id=jp.financie.ichiba>