

November 30, 2018

Sony Financial Ventures Invests in CROWD CREDIT, a Social Lending Company

Sony Financial Ventures, Inc., a wholly owned investment subsidiary of Sony Financial Holdings Inc., today announced its investment in CROWD CREDIT, Inc. (“CROWD CREDIT”), a social lending company, through its venture capital fund, SFV GB L.P.

CROWD CREDIT, founded in 2013, provides a social lending platform that connects various investors and investees around the world (mainly in high-growth countries). In 2018, CROWD CREDIT began actively promoting impact investing—the provision of capital to address environmental and social issues, such as assisting the poor. CROWD CREDIT has grown steadily by providing new opportunities to investors in Japan, where interest rates are low, and investing in global funds with relatively high expected yields.

In addition to investment, CROWD CREDIT will discuss further possibilities with Sony Bank Inc., another member of the Sony Financial Group. Sony Financial Ventures aims to enhance the Sony Financial Group’s existing businesses and create new businesses by investing in venture companies with strengths in Fintech and other fields.

■ Overview of CROWD CREDIT

Name	CROWD CREDIT, Inc.
Established	January 2013
Head Office	Kayabacho 1-chome Heiwa Building 802, 1-8-1 Nihonbashi-Kayabacho, Chuo-ku, Tokyo, Japan
Representative	Tomoyuki Sugiyama, Founder & CEO
URL	https://crowdcredit.jp/global

Note: This is an English-language summary of a Japanese announcement made by Sony Financial Ventures on November 30, 2018. The summary was prepared by Sony Financial Holdings solely for convenience of non-Japanese readers.