

Press Release



July 4, 2024
transcosmos inc.

transcosmos creates original game title for Matsui Securities, making Matsui Securities first Japanese securities firm to release unique game title on Fortnite

MONEY TRADE FIGHT by Matsui Securities coming in early August

transcosmos hereby announces that in early August, the company will release MONEY TRADE FIGHT by Matsui Securities, an original game title by Matsui Securities, on Fortnite (*1), in partnership with BORDER, the Fortnite production studio operated by EbuAction. Fortnite is one of the most popular gaming metaverses with more than 500 million users worldwide. With this planned release, Matsui Securities will become Japan's first securities firm to publish an original game title which incorporates elements of investment on Fortnite metaverse (*2).



■Background

The New NISA (Nippon Individual Savings Account) program, a revised version of the Japanese government tax-free stock investment program for individuals, kicked off in January 2024. Since then, the number of first-time investors has been on the rise, and new account openings at Matsui Securities have also been increasing (*3). Looking at the number of internet trading accounts by age group, people in their 40s and 50s are growing most significantly(*4), while those in their 20s and 30s remain low (*5). Given this, Matsui Securities believes that the firm must create opportunities for young generations to become interested in investments.

To make it happen, Matsui Securities decided to create MONEY TRADE FIGHT by Matsui Securities, a game with elements of investments such as the concept of price fluctuations and the trading of items using Fortnite, a popular online game among the target audience. Matsui Securities aims to help lower the hurdle for young generations to start and become interested in investments through experiencing MONEY TRADE FIGHT by Matsui Securities.

■Role of transcosmos

transcosmos delivers new forms of marketing services designed for young generations to help clients make the most of three leading metaverse platforms attracting generation Z and alpha, namely Fortnite, Roblox and ZEPETO. Fortnite is a popular gaming metaverse across the world, with monthly active users surpassing 5 million in Japan alone. To help Matsui Securities achieve its goal, transcosmos has invited LEMORION and HAGANEIRO, creators who publish HYPER FREEZE TAG on Fortnite, to participate in this project. The team discussed the best possible way to reach young generations, educate and enhance their financial literacy, and spread the concept of securities trading across the target audience using

Fortnite. Ultimately, the team created the metaverse game, MONEY TRADE FIGHT by Matsui Securities.

■About MONEY TRADE FIGHT by Matsui Securities

Using collected items as capital, players try to increase their in-game money strategically by trading some of their savings while checking price fluctuations. Among players who successfully escape from a dungeon within a time limit, the highest earner becomes the winner.



Players collect items in dungeon quests and earn money.



Check price fluctuations, trade and increase in-game money.

■Game overview

Game title: MONEY TRADE FIGHT by Matsui Securities

Game genre: Simulation

Platform: Fortnite

Supported platforms: PlayStation4, PlayStation5, Xbox series, Nintendo Switch, PC (Epic Games Store) and cloud gaming services

Fee: Free

Scheduled release: Early August

*MONEY TRADE FIGHT by Matsui Securities is not sponsored, approved, or managed by Epic Games, Inc. The game is an independent Fortnite game content.

■About Fortnite

With more than 500 million registered accounts worldwide, Fortnite is an online game where players create their own experiences or squad up in the iconic Battle Royale and action-packed Zero Build. Fortnite is an always evolving space where culture lives and players can create, watch, and play alongside a global community with friends. Fortnite is available on PlayStation, Xbox, Switch, Android, PC, and cloud gaming services. For more details, visit here: www.fortnite.com.

◆About Matsui Securities Co., Ltd.

Company name: Matsui Securities Co., Ltd.

Address: 1-4, Kojimachi, Chiyoda-ku, Tokyo 102-8516 Japan

Business content: Financial instruments business operator as per the Financial Instruments and Exchange Act (Kanto Local Finance Bureau (FIBO) No. 164)

URL: <https://www.matsui.co.jp/company/>

◆About BORDER

Operating company: EbuAction, inc.

Address: Room #104, 4F CITY COURT MEGURO Tower 4, 2-10-34, Kami-osaki, Shinagawa-ku, Tokyo 141-0021, Japan

Business: Providing services for businesses to offer solutions on metaverse platforms including Fortnite and Roblox. Co-operating BORDER, a metaverse production studio, with NEIGHBOR Co., Ltd.

*1 MONEY TRADE FIGHT by Matsui Securities is not sponsored, approved, or managed by Epic Games, Inc. The game is an

independent Fortnite game content.

*2 Based on EbuAction (BORDER) research as of June 2024. No search results found on Fortnite for a keyword "Securities" nor online for a keyword "Securities Fortnite/fortnite".

*3 Comparison of changes in the number of new account (taxed account) openings between October to December 2023 and January to March 2024 (Research by Matsui Securities Co., Ltd.).

*4 Comparison of changes in the number of new account (taxed account) openings by age group between January to March 2023 and January to March 2024 (Research by Matsui Securities Co., Ltd.).

*5 Source: Online Securities Trading Activity (March 2024) (Japan Securities Dealers Association)

*transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

*Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have combined superior "people" with up-to-date "technology" to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients' business processes focusing on both sales expansion and cost optimization through our 181 bases across 35 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients' excellent products and services to consumers in 46 countries/regions around the globe. transcosmos aims to be the "Global Digital Transformation Partner" of our clients, supporting the clients' transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

Contact for Media Inquiries

transcosmos inc. Public Relations & Advertising Department
Email: pressroom@trans-cosmos.co.jp