



Press Release

## **Asteria and Crypto Asset Market Form Capital Alliance on promoting blockchain-based stablecoins and NFTs**

Tokyo - April 6, 2021 - Asteria Corporation (Japan listed, Security Code: 3853) announced today that it has completed investments in Crypto Asset Market Inc., which issues the JPYCs (JPYCoins), Japanese yen-pegged stablecoins, and owns technologies for implementing non-fungible tokens (NFTs), which help prove authenticity of digital assets, through Texas-based Asteria Vision Fund Inc. (AVF). Asteria and Crypto Asset Market agreed to a business and capital tie-up aimed at promoting stablecoins and NFTs using blockchain technology.

Globally, stablecoins, whose prices are stable relative to legal currencies, and NFTs are drawing considerable attention. Under such circumstances, Crypto Asset Market began issuing the JPYCs based on the ERC20 (Ethereum Request for Comments 20) token standard, Japan's first, in January 2021. Asteria, for its part, has been operating with expected popularization of stablecoins in mind, such as by participating in trial of Japanese yen-linked stablecoins, named ZEN, as a founding member of the Blockchain Collaborative Consortium (BCCC). Asteria and Crypto Asset Market are jointly working toward greater use of stablecoins using the JPYCs and their expertise as well as for sound management of the value of digital data backed by NFTs.

The Asteria Group is accelerating its growth strategy through efficient investments in enterprises around the world in its "4D" focus domains -- Data, Device, Decentralized, and Design. Asteria decided to invest in Crypto Asset Market as its businesses regarding the JPYC and NFT fit the Decentralized domain.

Details of the partnership between Asteria and Crypto Asset Market are as follows:

- AVF owns about 3% of the Crypto Asset Market stocks.
- Crypto Asset Market will develop adaptors for ASTERIA Warp, Asteria's core product, which connect JPYCs.
- Asteria and Crypto Asset Market will work together for sound management of the value of digital data using NFTs.
- The companies will provide consulting on local currencies that will help revitalize rural economies.

### About Crypto Asset Market Inc.

Crypto Asset Market was founded in November 2019 and began issuing the JPYCs as an advance payment means for the first time in Japan in January 2021. The Tokyo-headquartered company is actively pushing forward business partnerships, aiming to allow more people to use the JPYCs.

For more information about Crypto Asset Market, visit: <https://jcam.co.jp/>.

### About Asteria Corporation

Asteria, formerly Infoteria Corporation, develops and sells software and services which connect a variety of in-house computers and devices. Its key product, ASTERIA Warp, is middleware which integrates data in different computer systems without any coding. As of end-December 2020, 9,011 companies, mainly large and medium ones, had introduced the product. Another product, Handbook, allows users to carry around materials used for sales activities and meetings as well as product catalogues in electronic files on smartphones and tablets. A total of 1,598 companies and public institutions had adopted the product through end-December 2020.

For more information about Asteria, visit [www.asteria.com/](http://www.asteria.com/).

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