

Tokyo Financial Award 2021 "Financial Innovation Category
Application Guidelines for the Companies

1 Program Objectives

In November 2017, the Tokyo Metropolitan Government (TMG) formulated the "Global Financial City: Tokyo" Vision, which outlines the image of the city that Tokyo should aspire to, the specific measures that should be implemented in the future, and the framework for realizing the concept in order for Tokyo to shine as a world-class international financial city. In this way, the city is promoting efforts to revitalize the financial sector in cooperation with the government and the private sector.

The Tokyo Financial Award is one of the initiatives of the "Global Financial City: Tokyo" vision, and is awarded to financial companies that develop and provide innovative financial products and services that contribute to solving the needs of the people of Tokyo and the issues facing the city's government, as well as businesses that promote ESG investments that contribute to the development of a sustainable city. By establishing and implementing the Tokyo Financial Award, the Tokyo Metropolitan Government aims to improve the convenience of its citizens and revitalize the financial sector, while at the same time enhancing its presence as an international financial city.

This application guideline is for companies that propose solutions to the needs and issues set by the Tokyo Metropolitan Government to be solved in the "Financial Innovation Category" of the Tokyo Financial Award.

2 Solutions to be solicited

We are looking for solutions based on "new services" that meet the following criteria. A "new service" is defined as a completely new service, a service that has not yet been launched in Japan, a service that adds new functions to an existing service, or a service that adds value such as price reduction through the introduction of a new technology.

- The project should be capable of meeting the needs of the citizens and companies in Tokyo or solving the problems of the metropolitan government.
- The content of the proposed solution must be consistent with the aims and objectives of the Tokyo Financial Award.
- Innovativeness and feasibility.
- To be able to match with companies in Tokyo.

Please note that only one new service per business can be submitted as a solution (multiple submissions are not allowed).

3 Entities to be recruited

The corporation shall meet all of the following requirements.

- (1) Domestic and foreign financial businesses, etc. (including fintech businesses) that meet the requirements of "Solutions Wanted" in 2 above and are operating or planning to operate in Tokyo. (It is also possible to apply for the ESG Investment Category of the Tokyo Financial Awards, for which we will be accepting applications separately, but only one of these categories will be awarded.
- (2) Businesses that do not have a base of operations in Tokyo as of the application date must have the intention of establishing a base of operations in Tokyo.
- (3) The applicant must not be a company that has used the support services provided by the Bureau of Policy Planning, Tokyo Metropolitan Government's "initiatives to discover and attract foreign companies", "initiatives to discover and attract foreign financial companies", "Accelerator Program", "Asia-Specific Accelerator Program", and Tokyo Financial Award. If you are not sure if you are eligible, please contact the secretariat for confirmation.
- (4) If you are selected in accordance with 4 (1) below, you must be able to comply with the "Terms of Participation" as described in 7 below.
- (5) The company has never been subject to punishment, revocation of license or approval, or payment of money, etc., for violation of laws and regulations, and there is no evidence that the company is likely to be subject to such punishment at present.
- (6) There is no delinquency in the payment of taxes imposed on the corporation and social insurance premiums payable by the corporation.
- (7) No violations of contracts with public institutions (governments, local governments, and their related organizations).
- (8) The applicant has not committed, and will not commit in the future, any act that may threaten public safety and order.
- (9) The applicant must not be a corporation whose purpose is political activities, election campaigns, or religious activities.
- (10) The Company must not be an Organized Crime Group (an Organized Crime Group as stipulated in item (ii) of Article 2 of the Tokyo Metropolitan Ordinance for Eliminating Organized Crime Groups (Tokyo Metropolitan Government Ordinance No. 54 of 2011; hereinafter referred to as "Organized Crime Elimination Ordinance")), and must not have an Organized Crime Group Member, etc. (a member of an Organized Crime Group as stipulated in item (iii) of Article 2 of the Organized Crime Elimination Ordinance, or someone related to an Organized Crime Group as stipulated in item (iv) of the same Article) among the representatives, executives, employees, or other members of the corporation.

4 Screening method and number of selections

A review committee will be established to conduct the following review.

- (1) Preliminary screening: Selection of about 5 domestic and 10 international applicants who have proposed excellent solutions (ideas and plans) to the needs and issues identified.
- (2) Final judging: The products and services developed by the businesses selected in (1) above will be ranked. (2) Final judging: Businesses selected in (1) above will be ranked according to the products and services they have developed. (Scheduled for October 2021 to January 2022))

5 Number of commended businesses

three parties

6 Benefits

(1) Support programs

The support program described below will be provided free of charge to the businesses selected in 4 (1) above, in order to brush up the products and services developed and provided by the businesses selected in the initial screening. The program will be implemented after taking sufficient measures to prevent the spread of the COVID-19 infection.

① Pre-seminar to be held (October 2021)

A seminar will be held to explain the FinTech market in Japan, laws and regulations, business practices in the financial industry, and the Tokyo Metropolitan Government's measures to attract foreign companies.

② Mentoring/business meetings (Oct. 2021 - Jan. 2022)

Mentors will hold business meetings for participating businesses to brush up their services and products (about once a week). For domestic companies, support for overseas dissemination will be provided as needed.

③ Provide opportunities to participate in networking events (November 2021 - December 2021, about once a month)

Please attend all networking events.

④ Provide business matching opportunities (October 2021 - January 2022)

Participate in business matching with companies (including financial institutions) in Tokyo. (Business matching here refers to joint research and development, sales tie-ups, etc. with companies in Tokyo.)

⑤ Demonstration presentation and award ceremony (early February 2022)

A presentation meeting will be held for participating businesses to present the services and products that they have brushed up through the support program. They are required to attend the demonstration presentation, introduce their company, and disseminate the contents of the services and products they have brushed up during the support program to the outside world. In addition, the three award-winning companies must attend the award ceremony and prepare presentation materials and demonstration videos that introduce their company and the services and products that they have brushed up during the support program, and disseminate them to the outside world.

(Companies in Tokyo, investors in Tokyo, foreign embassies and chambers of commerce in Japan, government officials and experts (lawyers, accountants, tax accountants, etc.) Companies, organizations, and media interested in business matching with participating businesses are scheduled to participate.

- ⑥ Follow-up support (from after the demo presentation and award ceremony until the end of March 2022)

Business Concierge Tokyo* will provide ongoing support for your business expansion into Tokyo, including the procedures required to establish a base in Tokyo.

*Business Concierge Tokyo: Tokyo Metropolitan Government's one-stop concierge for business and lifestyle support for foreign companies.

- ⑦ When staying in Tokyo during the implementation of the Support Program, we will provide a development environment (office space) free of charge, introduce means of transportation and accommodation, and provide translation and interpretation.

※In principle, ①~④ and ⑥ will be conducted online.

※There is also a possibility that ⑤ will be conducted online.

- (2) Presentation of awards and prize money at the awards ceremony (total 18 million yen)

Of the businesses selected in 4 (1) above, those that meet a certain standard will be awarded and given prize money based on the ranking determined by the final screening (4 (2) above) at an awards ceremony to be held in early February 2022.

The amount of the prize money will be 10 million yen, 5 million yen, and 3 million yen, in descending order.

7 Terms of Participation

Businesses selected to implement the support program shall comply with the following

- (1) Participation in 6 (1) ① to ④ above is mandatory in principle, but businesses that cannot participate due to special circumstances should contact the secretariat in advance and confirm the details separately.

- (2) Participation in 6 (1) ⑤ above is mandatory.
- (3) The selection and awarding of the prize may be cancelled even after the awarding ceremony if it is found that there is a violation of the above 3, or if it is found that the business is not suitable as a participant in this project and does not provide an appropriate explanation when interviewed by the TMG. In such a case, the company concerned shall return the prize money received to the Tokyo Metropolitan Government without delay.
- (4) To cooperate in the smooth execution of the review process by providing necessary information and answering questions related to the review.
- (5) In principle, decision-makers (CEO, COO, etc.) should participate in all programs.
- (6) All expenses related to travel, accommodation, domestic transportation, and meals associated with the stay must be borne by the applicant (however, the secretariat will provide introductions to accommodation facilities to the extent possible).
- (7) Consent to the release of information on the Tokyo Metropolitan Government's website, including the name and outline of the business.
- (8) In the case of an award, the progress of the proposed service should be reported periodically (about four times a year) until the service is put into practical use after the award.

8 Points to keep in mind when applying

(1) Handling of personal information entered at the time of application

Please be sure to agree to the following

The personal information entered in the application form will be provided to and used by the Tokyo Metropolitan Government, its commissioned secretariat, and mentors only within the scope of the purpose of this project.

The applicant shall obtain consent for the above use from the person whose personal information is entered in the application form. In addition, by submitting an application for participation in the program, the applicant shall be deemed to have agreed that the entered personal information will be provided to the secretariat and mentor companies within the scope of the above purposes of use.

Some of the information registered in languages other than Japanese at the time of application will be sent to Google for translation into Japanese by the secretariat commissioned by the Tokyo Metropolitan Government using the Google translation tool, and will be temporarily stored.

※To perform Google Translate on part of the registered information and to store the text sent to Google on Google's servers for a short period of time in order to return the translation results.

※The saved text is generally deleted in a few hours, but may be retained longer for system reasons.

※For more information about Google's basic data security measures, please refer to the following

<https://www.google.com/about/datacenters/inside/data-security/index.html?hl=ja>)

(2) When entering the data of individuals residing in the EU

In addition to (1) above, Please be sure to agree to the following conditions.

The personal data you have entered will be transferred to Japan and stored on a server in Japan. Japan has not received a decision on adequate data protection from the European Commission, but will manage the applicant's personal data appropriately.

Some of the information you enter will be sent to and temporarily stored by Google in order to be translated into Japanese by the Google Translate tool. Google protects the security of data in accordance with Google's security measures for cloud services (<https://www.google.com/about/datacenters/inside/data-security/index.html?hl=ja>).

The personal data owner may request access to his or her personal data, correction of inaccurate personal data, and restrictions on data processing of personal data.

9 Application

Businesses wishing to apply should access the application form on the Tokyo Financial Award website, register the necessary information, and finalize their application by the deadline.

(1) Application Procedure

Access the application form for businesses from the Tokyo Financial Award website.

Register the necessary information in the entry field of the application form.

Please apply after confirming that the information entered is correct.

(2) Submission deadline

Until 11:59 p.m. on Tuesday, August 31, 2021 (Japan time)

(3) Selection, etc.

After the application deadline, the screening committee will strictly select the projects, and the results of the initial screening will be announced on the website. The results of the initial screening will be announced on the website. The results of the final screening will be announced at an award ceremony in early February 2022. The selection process will not be made public.

For inquiries about the Tokyo Financial Award, please contact
Tokyo Financial Award 2021 Secretariat
tokyo.financial.award@jp.ey.com