

For Immediate Release  
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## New name Announcement of the next generation card issuing & processing platform “Xard”

Tokyo, Japan, December 16, 2020—Infcurion, Inc. (CEO: Hiroki Maruyama, Head Office: Chiyoda-ku, Tokyo) announced the official name of the digital card-issuing & processing platform as “Xard.” Xard was renamed from the formerly known “Kyash Direct”, a business acquired from Kyash Inc.

### **【Brand Logo】**



The new name "Xard" (xard.jp) has the meaning of "more than a card". Rather than limiting its functions, the card allows users to choose from a variety of functions including credit card, debit card and prepaid card, etc.

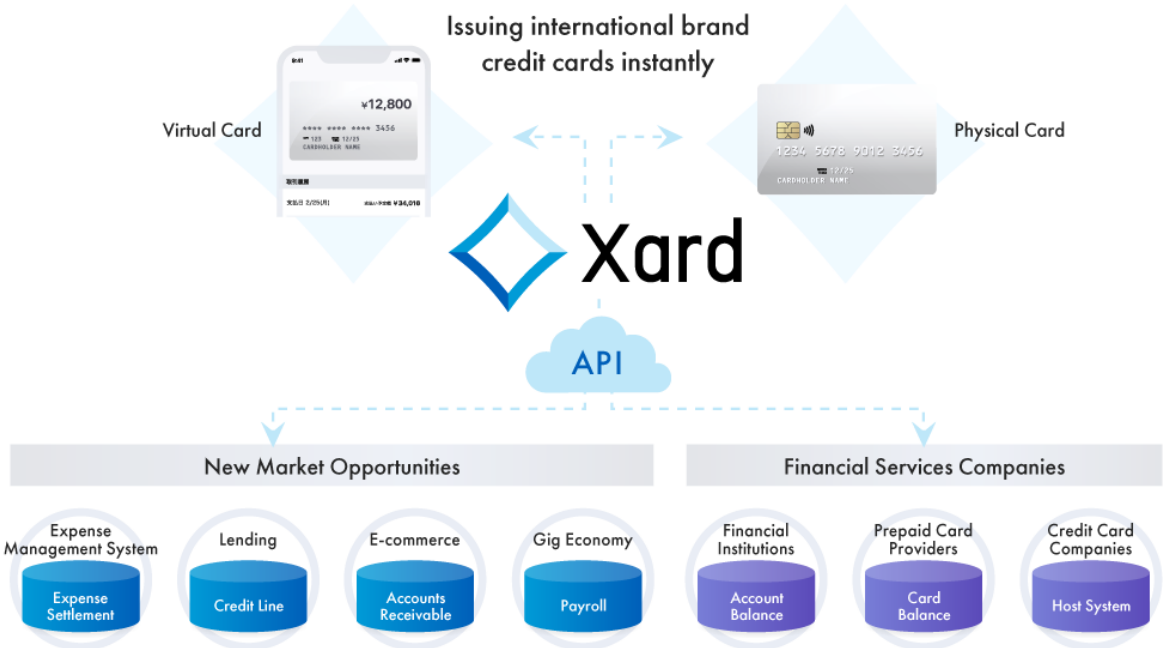
In addition, “X” represents service flexibility since companies who installed Xard can customize our platform to meet their unique business use.

"Xard" is a next-generation card issuing & processing platform, which supports various card issuance for fintech companies, financial institutions, retailers and others, according to their respective business. Our partners can instantly issue their in-house brand cards at a low cost, without the need of large system development.

In addition to the conventional use of the legacy credit card, use of corporate cards with new idea and technologies, which respond to changes in user behavior and a wide range of corporate activities are attracting attention in the global market. Such corporate cards are used for various business payments, such as corporate prepaid card for expense settlement, debit card which can be used immediately for purchasing using the sales (accounts receivable) of stores and payment/payroll card for receiving and paying salaries and rewards as work styles diversifies.

Together with our BaaS (Banking as a Service) platform called “Wallet Station” and by entering into the new businesses with “Xard”, Infcurion will further strengthen our platforms and accelerate social digital transformation in Japan.

**【Business Diagram】**



**About Infcurion, Inc.**

Infcurion, Inc. is a payment related fintech company, aiming to achieve social change with the power of “Finance x Technology”. We focus on creating values and aim to become No.1 as a “Enabler” in the Finance & Payment by establishing the eco-system with our partner companies.

We are engaged in three business segments.

First, in “BaaS (Banking as a Service) platform business”, we provide banking functions as a cloud service called “Wallet Station” which can connect on top of the traditional banking system and can integrate various services such as point cards, coupons, BNPL (Buy now Pay later) and etc., as well as payment methods. Besides “Wallet Station” as B to B to C service, we also offer B to B to B services including international brand cards-issuing and processing platform called “Xard”.

Second, in “Merchant Solution Business”, we provide payment terminals and settlement center for merchants by customizing terminals to fit each industry’s character.

Third, we also provide comprehensive range of consulting services from new business planning to operations for financial institutions, payment operators and corporates in “Consulting Business”.

In the trend of “Embedded Finance” in the world, we generate a synergistic effect by linking these businesses and promote DX to achieve smarter and more convenient society with seamless user-experience.

### **Company Profile**

- Company Name : Infcurion,Inc.
- Founder & CEO : Hiroki Maruyama
- Established : May.1, 2006
- Head office : MFPR Kojimachi Bld.7F, 5-7-2, Kojimachi, Chiyoda-ku, Tokyo 102-0083
- Number of employees : 201 (as of July, 2021)
- Description of business : Providing platforms and consulting support in finance, payment and related field
- URL : <https://infcurion.com/>

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