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March 1, 2024

Infcurion & FreeWay Japan to provide B2B payment services for SMBs

“FreeWay Invoice Card Payment, Powered by Winvoice”

~Support resolution of issues around internal credit and financing for SMBs~

Tokyo, Japan, March 1, 2024—Infcurion (CEO: Hiroki Maruyama, Head Office: Chiyoda-ku, Tokyo) , in collaboration with freewayjapan Co.,Ltd (“FreeWay Japan”) began providing B2B payment service for SMBs “FreeWay Invoice Card Payment Powered by Winvoice” (Japanese only <https://freeway-card.com/>) on Friday March 1.



“FreeWay Invoice Card Payment Powered by Winvoice” is a B2B payment platform based on Infcurion’s invoice payment platform Winvoice. This service allows corporate users to switch their payment method from bank transfer to credit card payment, allowing them to delay payment deadlines, resolving issues related to financing from periodic funding shortages due to seasonality and/or sudden financing needs. In addition, through utilizing the invoice card payment functionality, SMBs can reduce risk related to

transaction abandonment due to internal credit reviews and/or uncollected account receivables.

Winvoice is an invoice payment platform that allows companies to quickly and cost efficiently implement card payments for invoicing into their own services. Companies that use Winvoice can utilise relevant licensing, operations, and systems for card processing through a single system integration, allowing them to integrate card payments into their existing services smoothly to provide high value add services to their users. In addition, Winvoice can be provided as a web UI interface in addition to via API, to allow for clients to integrate the service at low cost.

※ As of March 2024, services for suppliers (seller) have been released, services for buyers (“buyer”) are expected to be released in April 2024.

FreeWay Japan, supports IT cost reductions for SMBs through the development and provision of its cloud-based service FreeWay series which support back office operations including accounting, payroll calculation, and employee timecard management etc., By launching “FreeWay Invoice Card Payment Powered by Winvoice”, Infcurion and FreeWay Japan will target improving efficiency for SMB’s capital management issues and operations, along with revenue growth by resolving issues related to internal credit. With the launch of the Qualified Invoice- Based System (“Invoice system”) and execution of the amended Electronic Books Maintenance Act, there have been many initiatives implemented including regulatory amendments related to accounting operations, which have accelerated the push towards digitalization. The cashless revolution of the B2B space has been progressing, with usage of corporate cards for B2B transactions increasing.

In recent years, Embedded Finance, which incorporates financial services into the existing services of non-financial companies to improve customer experience is attracting attention as a new type of Fintech service. Infcurion enables the integration of Fintech into any service, including in the B2B space, through its platforms that provide various financial services on an individual function level such as Wallet Station, CharG and Xard and Winvoice, realizing new value for society.

Comment from FreeWay Japan on the launch of FreeWay Invoice Card Payment Powered by Winvoice

Before collaborating on this service, we have received many proposals from Infcurion to help resolve business issues at our company. When we shared our vision to support the revenue growth of our clients in addition to providing ways to reduce costs and improve operations, they proposed Winvoice. In the invoice card payment space, there has been an rapid increase in alliances for OEM services etc with certain vendors, but among those options, we chose to provide a service based on invoice payment platform Winvoice based on our trust of Infcurion, given their extensive experience in payment systems in the B2B domain, passion of the product team, flexibility of the Winvoice platform and expectations for product expansion going forward.

About Winvoice (Japanese only)<https://infcurion.com/winvoice/>

Winvoice is an invoice payment platform that allows companies to quickly and cost efficiently implement card payments for invoicing into their own services. Going forward, in addition to card payments (card invoice, card payment), additional payment methods such as bank transfers (payment agency) and real time credit-type advance payments are planned to be developed.

About Infcurion

- Company Name: Infcurion, Inc.
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※This press release is based on current information as of March 1 2024. There may be a partial or full update in the future.

※The corporate names, product names and service names are registered trademarks of each respective company.

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