

## Translation

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September 18, 2020

Company Name: Money Forward, Inc.  
Representative: Yosuke Tsuji  
Representative Director, President and CEO  
(Securities Code: 3994,  
Stock Exchange: TSE Mothers)  
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### Notice of Changing the Trade Name of a Consolidated Subsidiary

MF KESSAI, Inc. (“MF KESSAI”), one of consolidated subsidiaries of Money Forward, Inc. (the “Company”), announces today that it has decided, by a resolution of its Board of Directors and a resolution of extraordinary general meeting of shareholders on September 18, 2020, to change its trade name as follows.

#### 1. Change in trade name

##### (1) New trade name

Money Forward Kessai, Inc.

##### (2) Reason for the change

The Company was founded in May 2012 and has been offering various services to become a “financial platform for all.” MF KESSAI, which will change the trade name this time was founded in March 2017 as a wholly owned subsidiary of the Company and has been offering BPO and online invoicing service *MF KESSAI*, and accounts receivable financing service *MF KESSAI Early Payment*, driving the growth of Money Forward Finance domain. MF KESSAI will change the trade name to clarify its presence as Money Forward’s group company, strengthen the alliance within the group, and raise brand value for better customer satisfaction.

In relation to the change in trade name, the service names offered by MF KESSAI will also be changed. *MF KESSAI* will be *Money Forward Kessai*, and *MF KESSAI Early Payment* will be *Money Forward Early Payment*.

##### (3) New corporate logo



##### (4) Scheduled date of trade name change

November 2, 2020

\* Service names will also be changed on the same day.

## 2. Outline of the subsidiary

Company name	MF KESSAI, Inc.
Location	1-6-1, Otemachi, Chiyoda-ku, Tokyo
Title and name of representative	Representative Director and President, Naomichi Tomiyama
Business	BPO and online invoicing service, <i>MF KESSAI</i> Accounts receivable financing service, <i>MF KESSAI Early Payment</i>
Date established	March 16, 2017
Amount of capital	450 million yen