

【NEWS RELEASE】

September 6, 2018

Sumitomo Mitsui Financial Group, Inc.

Announcing Partnership with Plug and Play Japan

TOKYO, September 6, 2018 --- Sumitomo Mitsui Financial Group, Inc. (President and Group CEO: Takeshi Kunibe, our corporate group will hereinafter be referred to as “SMBC Group”) today announced the partnership with Plug and Play Japan (CEO: Philip Vincent, “PnP Japan”), startup accelerator based in Shibuya, Tokyo.

SMBC Group has already had the partnership since 2015 with Plug and Play, LLC (Founder and CEO: Saeed Amidi, “PnP”), based in Sunnyvale, California, the parent company of PnP Japan. As the first partner among Japanese financial institutions for PnP, SMBC Group, under the partnership, has conducted research in the latest technologies and business models and explored business partners in the US.

SMBC Group expects the partnership with PnP Japan, in Shibuya, the innovation center in Japan, to further empower our open innovation strategy, in particular, pursuing synergy for hoops link Tokyo, SMBC Group’s open innovation facility. PnP Japan and hoops link tokyo, both of which are located in Shibuya, will promote exchange of each membership and co-coordinate a variety of events, such as pitches and meet-ups.

SMBC Group will leverage the partnership with PnP Japan to accelerate the creation of new businesses.

hoops link tokyo:

Established Year: 2017

Address: 6th floor, SMBC Shibuya West Building, 28-4 Udagawa-cho, Shibuya-ku, Tokyo

Overview: SMFG's open innovation facility, where SMBC Group to collaborate in creating social innovation, together with varied parties, including startups, municipalities, universities and enterprises. The facility has had the first anniversary and recorded visitors of more than 10,000.

Plug and Play Japan:

Established Year: 2017

Address: 2nd floor, Shibuya Dogenzaka Tokyu Building, 1-10-8 Dogenzaka, Shibuya-ku, Tokyo

Overview: The startup accelerator whose headquarters are located in Silicon Valley, bridging innovation ecosystem in Japan with the global one, in running innovation platform and startup accelerator programs.

Plug and Play, LLC:

Established Year: 2006

Address: 440 N Wolfe Road, Sunnyvale, California, United States of Americas

Overview: The startup accelerator located in Silicon Valley, running startup accelerator programs and having a wide range of networks with universities, research institutions, top-tier companies and VC funds.