

UNOFFICIAL TRANSLATION
The official press release is in Japanese.

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**All Moomin copyrights in Japan to be managed by new company
Notice regarding establishment of Rights and Brands Japan Co., Ltd.**

March 9, 2018— FinTech Global Incorporated (hereafter, “FGI”) hereby gives notice that its Board of Directors gave approval today for Moomin Monogatari Ltd. (hereafter, “Moomin Monogatari”), a consolidated subsidiary of FGI, to establish Rights and Brands Japan Co., Ltd. (hereafter, “RBJ”) with Tuttle-Mori Agency, Inc. (hereafter, “TMA”), the largest domestic agent of translated publishing rights, and Moomin Characters Oy Ltd. (hereafter, “MC”), as a new company that will manage all Moomin copyrights in Japan. Details are provided below.

Details

1. Purpose in establishing RBJ

In recent years, the world described in the Moomin stories and the artistic quality of the characters have attracted wider attention, and TMA has successfully capitalized on expanding loyalty to the Moomin brand in Japan, where the company has extensive experience as a licensing agency, to post outstanding growth in sales of Moomin-related merchandise and services. Enthusiasm has also been fueled by news of the spring 2019 grand opening of Moominvalley Park, a theme park planned and operated by Moomin Monogatari.

Given the Moomins’ rising profile, Moomin Monogatari, TMA and MC seek through the establishment of RBJ to draw on a strategy that integrates the licensing business and the theme park business and, by actively developing business domains from a medium- to long-term perspective, boost the brand value of the Moomins even higher and capture new fans to create an even larger market. With capital participation from MC, which is the Moomin copyright holder, RBJ will enjoy a solid structure of cooperation to better convey the appeal of Moomins.

RBJ will act as a sub-agent in Japan for R&B Licensing AB (hereafter, “R&B”), which is set to oversee the Moomin licensing business worldwide, and will engage in all licensing-related business, not only assuming the existing licensing business handled by TMA but also managing licenses related to original products for Moominvalley Park.

About R&B

R&B is an exclusive agency established in 2015 in Sweden to oversee the Moomin licensing business on a global basis. In 2019, the company will take over the role currently fulfilled by

Bulls Presstjänst AB (hereafter, “Bulls”) as global agent for the Moomins. Both Bulls and MC contributed capital to the establishment of R&B, which handles licensing for several Northern European brands, characters and book translation rights other than those involving the Moomins.

Moomin market trends (Source: Bulls and TMA)

The Moomins are popular characters with a global market exceeding €600 million, of which sales in Japan account for 46%. The characters have become widely recognized through several animated series for television since the first broadcast in 1969, and five million copies of the original Moomin stories have been printed so far. Sales of Moomin-related products have rapidly expanded since 2011, particularly among adult women, thanks to a repositioning in the market under a new strategy as Tove Jansson’s evergreen art literature and art, which differs from typical character strategies. Domestic sales reached a value equivalent to ¥37 billion in 2017, representing a high growth rate of 4.69 times over sales in 2010.

Outline of Moominvalley Park

Moominvalley Park is a theme park that will enable visitors to get to know the Moomins and their friends and to make new discoveries. Construction at the site in Hanno, Saitama Prefecture, is moving steadily ahead toward the grand opening in spring 2019. Moominvalley Park will feature Moomin House, where the Moomins live, as well as the lighthouse and bathing hut that appear in the original stories along with several attractions offering visitors the opportunity to experience the Moomin world. The park will also have facilities that convey the charm of the Moomin stories and the outlook of Moomin-creator Tove Jansson. Plans also call for a huge gift shop with original Moominvalley Park merchandise as well as restaurants and other crowd-attracting venues.

2. Outline of new company: RBJ

(1)	Name	Rights and Brands Japan Co., Ltd.	
(2)	Address	Meguro Central Square, 15th Floor 3-1, Kamiosaki 1-chome, Shinagawa-ku, Tokyo	
(3)	Name and title of representative	Kenichi Mori, Representative Director (TMA President) Robert Hirst, Representative Director (FGI Chairman, Moomin Monogatari Representative Director)	
(4)	Business activities	Intermediary on contracts for transfer and use of copyrights	
(5)	Paid-in capital	¥10 million	
(6)	Date of establishment	March 16, 2018 (planned)	
(7)	Major shareholders and shareholding ratios	Moomin Monogatari: 44.5% TMA: 44.5% MC: 11%	
(8)	Relationships with FGI	Capital relationship	FGI subsidiary Moomin Monogatari plans to contribute 44.5% of paid-in capital.
		Personnel relationship	FGI chairman/director (representative director of Moomin Monogatari) will be hold a concurrent position as a representative director at RBJ, two Moomin Monogatari directors will hold concurrent positions as directors at RBJ, one Moomin Monogatari employee will hold a concurrent position as a director at RBJ, and one FGI director will hold a concurrent position as a member of the Audit & Supervisory Board at RBJ.
		Business relationship	FGI consolidated subsidiary Moomin Monogatari plans to contribute capital, mainly through loans extended to RBJ.

3. Outline of fund providers

(1)	Name	Moomin Monogatari, Ltd.	
(2)	Address	Meguro Central Square, 15th Floor 3-1, Kamiosaki 1-chome, Shinagawa-ku, Tokyo	
(3)	Name and title of representative	Robert Hirst, Representative Director	
(4)	Business activities	Theme park business	
(5)	Paid-in capital	¥685 million	
(6)	Date of establishment	2013	
(7)	Relationships with FGI	Capital relationship	FGI has contributed 81.7% of paid-in capital.
		Personnel relationship	The chairman/director of FGI holds a concurrent position as representative director of Moomin Monogatari, one FGI director holds a concurrent position as a director at Moomin Monogatari, and one FGI director holds a concurrent position as a member of the Audit & Supervisory Board.
		Business relationship	FGI subleases space in a rental property to Moomin Monogatari. FGI has extended loans to Moomin Monogatari. FGI outsources to Moomin Monogatari such business activities related to Metsä development and management, and Moomin Monogatari asks FGI to handle administrative tasks.

(1)	Name	Tuttle-Mori Agency, Inc.	
(2)	Address	Kanda Jimbocho Bldg., 4th Floor 2-17 Kanda Jimbocho, Chiyoda-ku, Tokyo	
(3)	Name and title of representative	Kenichi Mori, President	
(4)	Business activities	Contract agency services for Japanese language translation rights and merchandising rights	
(5)	Paid-in capital	¥10 million	
(6)	Date of establishment	1978	
(7)	Relationships with FGI	Capital relationship	Not applicable
		Personnel relationship	Not applicable
		Business relationship	Not applicable

(1)	Name	Moomin Characters Oy Ltd.	
(2)	Address	Salmisaarenranta 7M 00180, Helsinki, Finland	
(3)	Name and title of representative	Jansson, Vivica Sophia, Chair of the Board of Directors	
(4)	Business activities	Moomin copyright management	
(5)	Paid-in capital	€26,000	
(6)	Date of establishment	1977	
(7)	Relationships with FGI	Capital relationship	Not applicable
		Personnel relationship	One director at Moomin Monogatari, a subsidiary of FGI, holds a concurrent position as a managing director at Moomin Characters Oy
		Business relationship	Not applicable

4. Schedule

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| (1) Resolution by FGI Board of Directors | March 9, 2018 |
| (2) Date of company establishment | March 16, 2018 (planned) |
| (3) Start of business | April 1, 2018 (planned) |
- * During the period between April 1, 2018, and September 30, 2018, the existing licensing business will continue as it stands now with such activities outsourced to TMA.

5. Outlook

Management is currently looking into the impact that RBJ might have on business results, including whether or not the company will be included in the scope of consolidation, and an announcement on such impact, if any, will be disclosed once a clearer picture is known. But from a medium- to long-term perspective, management anticipates a synergistic effect to be gained through robust development of business domains, underpinned by a strategy that integrates the licensing business, through which TMA has raised the popularity of Moomin characters, and the theme park business for Moominvalley Park, which Moomin Monogatari will plan and operate.

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