



SAAF Holdings Group 【Local economy x smart government】

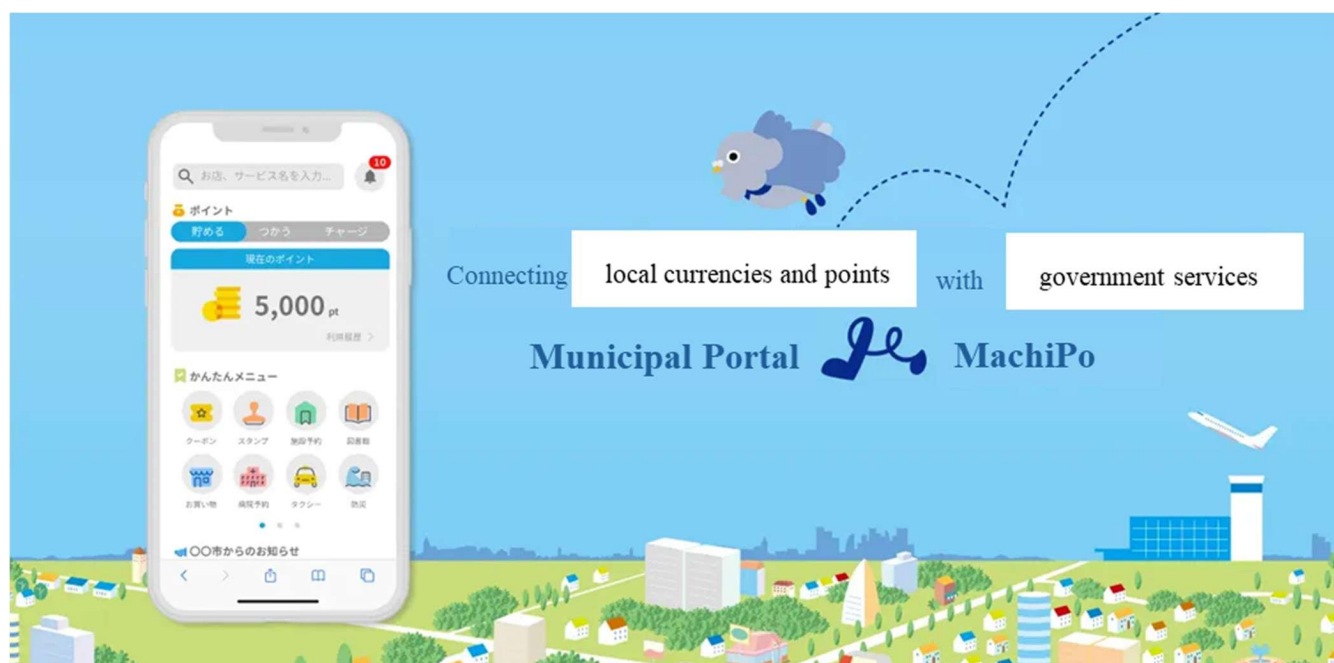
“MachiPo” launched, integrating local government digital transformation and local currency

Mirai.inc. (Head office: Hiroshima City, Hiroshima Prefecture; CEO: Akira Seno; hereinafter “Mirai”), a member of our group, has begun offering “MachiPo” (hereinafter “the Service”), a new solution to help resolve issues faced by local governments and revitalize local economies.

Mirai's mission is to "co-create new value and continuity in the community to create a more enjoyable and prosperous future for Japan." As a partner to local governments and companies, we support the creation of systems that help resolve the various issues our clients face, including digital transformation, AI/IoT, and everything from creating strategies and plans to implementing and running our own businesses.

Currently, local governments across the country are facing heavy burdens in their daily administrative operations due to changes in social structure such as population decline, aging, and a decrease in the number of employees, as well as the diversification of resident needs and the increasing sophistication of operations. Small municipalities in particular face a major challenge in maintaining and improving services for residents with limited personnel and budgets, and "municipal digital transformation" that utilizes digital technology is attracting attention as a key to regional development from a broader perspective, not just in improving operational efficiency but also in revitalizing local economies and communities.

This service is an all-in-one local government portal that integrates administrative procedures with local points and local currency. To solve the problem of “lack of mechanisms to promote usage” that was an issue with conventional government apps, we have created a mechanism where residents can accumulate “local points” by using government services or participating in local activities and can use those points for shopping within the local area. By combining ease of use that makes residents want to use it on a daily basis with a mechanism that encourages economic circulation in the local area and allows local governments to “earn money,” we digitally support mutual assistance and revitalization within the local area. By combining ease of use that makes residents want to use it on a daily basis with a system that encourages economic circulation in the region and allows local governments to make money, we will digitally promote mutual assistance and revitalization within the region.

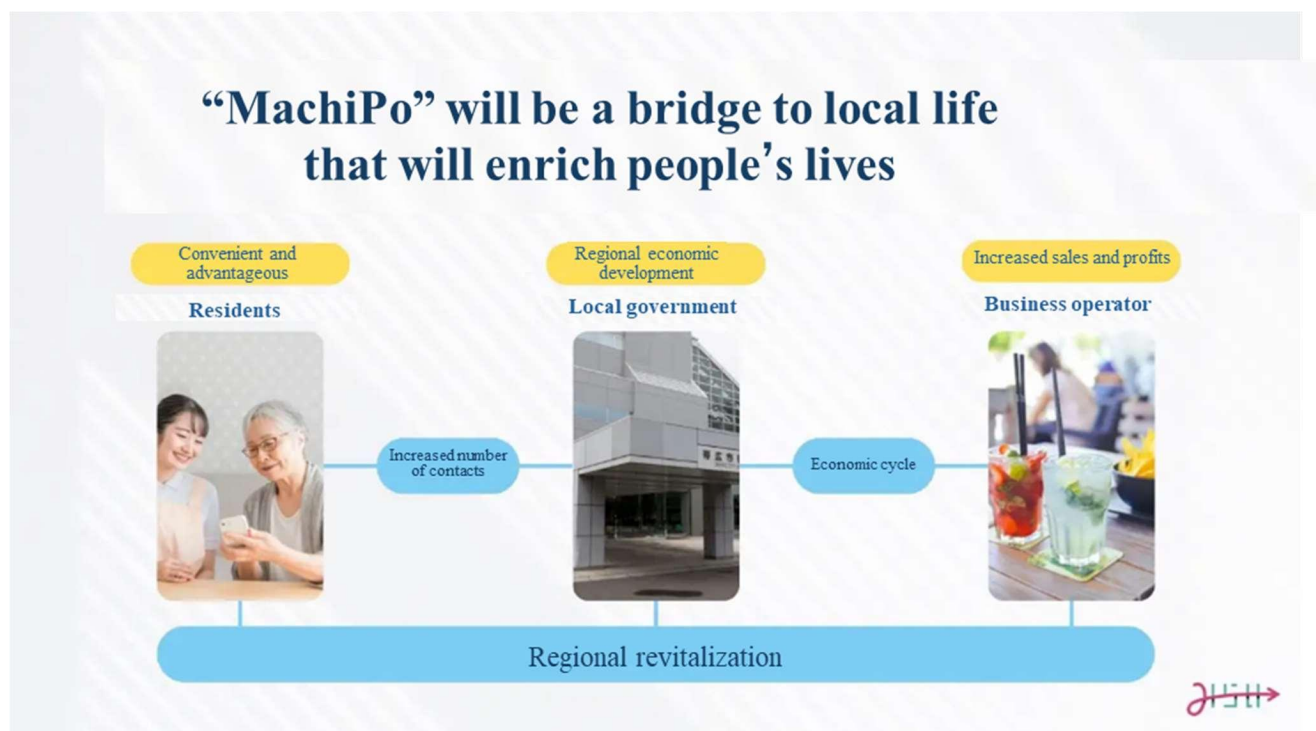


【Inquiries regarding this press release】

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【Main features of MachiPo】

- Administrative portal function: Smarter online applications, procedure navigation, and information distribution
- Regional points function: Points are awarded for participating in public services and events, etc.; a tool for inducing policy
- Local currency function: Promoting local consumption by using a currency that can be used locally without allowing local money to leave the area
- Personalized information delivery: Information delivery function based on resident attributes and interests
- Mini-app expansion: Open platform for developing apps tailored to local needs

■Official website of the local government portal “Machipo”:

<https://machipo.net/>

■Related press release:

<https://prtimes.jp/main/html/rd/p/000000020.000110740.html>

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