

**Global Mobility Service is awarded the GOOD DESIGN BEST 100 in 2019 as a business model of GMS's "FinTech Service -Saving the World's Poor"**

Global Mobility Service Inc. (Headquarters: Minato-ku, Tokyo; President Director / CEO: Tokushi Nakashima; hereinafter referred to as "GMS") was awarded the GOOD DESIGN BEST 100 in 2019 as a business model of GMS's "FinTech Service -Saving the World's Poor". Out of a total of 4,772 entries this year, 1,420 Good Design Awards were selected, and among all the Good Design Award winners, 100 designs that have received especially high evaluations from juries were selected as the "GOOD DESIGN BEST 100".



The GMS business model, which creates opportunities for 1.7 billion people who do not have access to financial services worldwide, is trying to realize a future where many people can have a richer life with FinTech services utilizing IoT. The judge was highly praised for its social design that contributes to the achievement of the SDGs, including the point that it is drawn.

As a global venture for financially inclusive FinTech originating in Japan, GMS has a philosophy of "making many people happy through the provision of mobility services" in order to create a system in which serious and honest workers are correctly evaluated. We will create economic rationality while solving social issues such as poverty, which is the most important issue among the SDGs and promote a truly "sustainable" business model in Japan and ASEAN countries.

Please look forward to the future of GMS initiatives.



\*Content of this press release, matters related to capital, services, contact information, and other information is based on information at the time of the press release. Changes may be made without notice.

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## ■Overview of Global Mobility Service Inc.

GMS has built a FinTech service model that utilizes the IoT device “MCCS\*1” enabling remote start control of proprietary vehicles and the mobility service platform “MSPF \*2”, and provided them to the Japanese and ASEAN markets. We joined Keidanren (Federation of Economic Organizations) in March 2019 and have attracted attention as a business model with high affinity with Society 5.0 for SDGs. Also, Nakashima was elected as a member of the “SDGs Management / ESG Investment Study Group” of the Ministry of Economy, Trade and Industry and contributed to publish the “SDGs Management Guide”. This GMS model has been highly evaluated as a model case project for achieving the SDGs.

\*1 "MCCS" is an abbreviation for Mobility-Cloud Connecting System, a device which identifies the location of the vehicle. This system enables safe control and remote operation of the engine.

\*2 "MSPF" is an abbreviation for Mobility Service Platform, which allows management, control, data analysis etc. of the vehicles.

Company Name	Global Mobility Service Inc.
Representative	Tokushi Nakashima (President / CEO)
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Business	Provision of Mobility Service Platform Utilization service of big data accumulated on the cloud server
Date of Establishment	Nov 25, 2013