

Global Mobility Service receives GOOD DESIGN GOLD AWARD 2019

Global Mobility Service Inc. (Headquarters: Minato-ku, Tokyo; President Director / CEO: Tokushi Nakashima; hereinafter referred to as "GMS") received GOOD DESIGN GOLD AWARD 2019 as a business model of GMS's "FinTech Service - Saving the World's Poor". Among the GOOD DESIGN BEST 100, which was selected from 4,772 entries for GOOD DESIGN AWARD 2019, our business model was highly evaluated by Good Design Award jury for its outstanding design.

 **GOOD DESIGN AWARD 2019**
グッドデザイン金賞

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

As a global startup specializing in financially inclusive FinTech from Japan, GMS works towards realizing a system in which every individual is correctly evaluated for their work. Through our vision "We make people happy through the provision of mobility service," we create economic rationality while solving social issues including poverty, which is recognized as the most important issue among the SDGs. We will promote a truly "sustainable" business model and contribute to local societies through our activities in Japan and ASEAN countries.

Please look forward to the future efforts of GMS.



*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)
Head Office	4F Sumitomo Shiba Daimon Bldg. II, 1-12-16 Shibadaimon, Minato-ku, Tokyo, 105-0012, Japan
Business	Provision of Mobility Service Platform Utilization service of big data accumulated on the cloud server
Date of Establishment	Nov 25, 2013