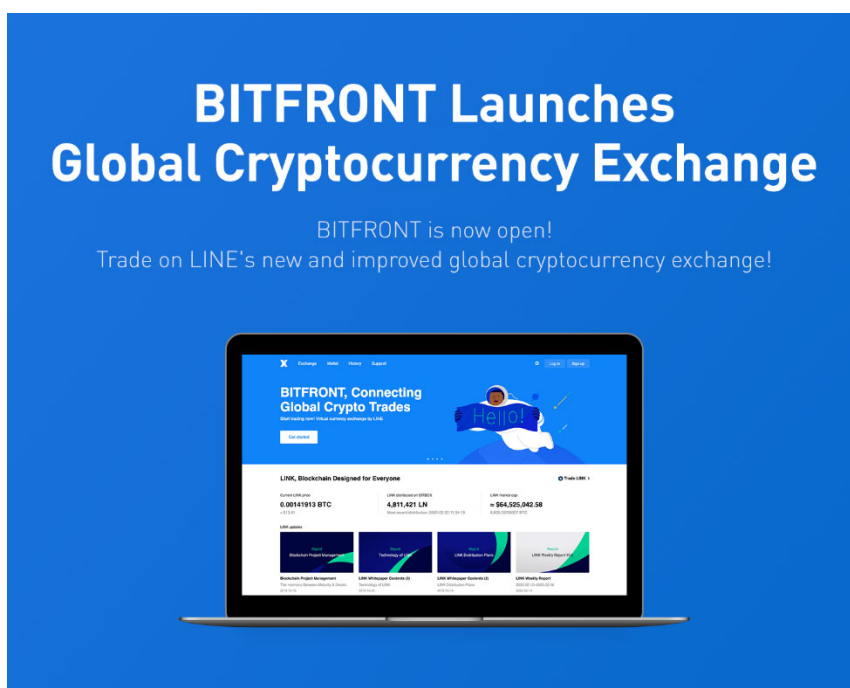


## BITFRONT Digital Currency Exchange Begins Operations in US

- Fiat-to-crypto gateway aims to enhance popularization of LINE's token economy
- LINK now available for trading with Bitcoin and Tether in the United States

**TOKYO – February 28, 2020** – As part of the continuing expansion of the LINE token economy, LINE Corporation has launched BITFRONT, a global digital currency exchange based in the United States. Operated by LVC USA, a subsidiary of LVC Corporation, BITFRONT provides a fiat-to-crypto and crypto-to-crypto market for the U.S. dollar.



BITFRONT will become the main digital currency exchange platform for LINE's token economy. Previously, LINE operated the global digital asset exchange BITBOX, a crypto-to-crypto exchange based in Singapore. Now, however, LINE has decided to expand its services and become a full-fledged exchange that includes fiat-to-crypto markets, aiming to spur the usage of blockchain by lowering the barriers to cryptocurrency adoption.

With the aim of using innovation to overcome traditional financial barriers, BITFRONT brings extensive security and industry know-how built on LINE's years of experience as a major global service. By linking other exchanges and order books, BITFRONT provides deep liquidity and ensures a tight bid-ask spread. In addition, users will be able to trade in U.S. dollars by linking their bank account.

BITFRONT supports five major cryptocurrencies, including LINE's digital currency LINK, Bitcoin, Ethereum, Bitcoin Cash and Tether, in 15 languages. Furthermore, BITFRONT provides a range of customized features to ensure a convenient trading experience.

"This is a major leap toward achieving the mass adoption of blockchain," said Youngsu Ko, CEO of LVC Corporation. "As the most trusted global digital currency exchange, we will continue to make blockchain and cryptocurrency more accessible to our users."

# LINE

To celebrate the launch, BITFRONT is offering a promotion for users in the United States. Until March 31, U.S.-based customers who have completed the KYC process will be able to receive LINK rewards if they exchange or purchase more than USD100 worth of digital assets, plus they will be exempt from commission fees if the deposit is made through a wire transfer. Details on the event can be found on the BITFRONT website ([bitfront.me](https://bitfront.me)).

## ■ BITFRONT Overview

- Operated by: LVC USA Inc.
- Service type: Cryptocurrency-to-cryptocurrency and fiat-to-cryptocurrency exchange
- Opened: February 27, 2020
- Available regions: Global (except Japan and certain states in United States)
- Available languages: 15 (including English, Korean, and Chinese)
- Coins traded: Bitcoin (BTC), Ethereum (ETH), Bitcoin Cash (BCH), Tether (USDT), LINK (LN)
- Official channels:
  - Official website: [bitfront.me](https://bitfront.me)
  - LINE Official Account: [@bitfront](https://line.me/tv/channel/@bitfront)
  - Twitter: [@bitfront\\_global](https://twitter.com/bitfront_global)
  - Facebook Page: [fb.com/bitfront.official/](https://fb.com/bitfront.official/)

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## About LINE Corporation

Based in Japan, LINE Corporation (NYSE:LN/TSE:3938) is dedicated to the mission of “Closing the Distance,” bringing together information, services and people. The LINE messaging app launched in June 2011 and since then has grown into a diverse, global ecosystem that includes AI technology, fintech and more.

## About BITFRONT

Based in the United States, BITFRONT is a digital currency exchange operated by LVC USA, under both LVC Corporation and LINE Corporation. Launched on February 27, 2020, BITFRONT focuses on providing a user-centered experience through first-rate customer support, along with the highest levels of security and transparency.

## Media Inquiries

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