

METAPLANET

Media Kit
May 2025

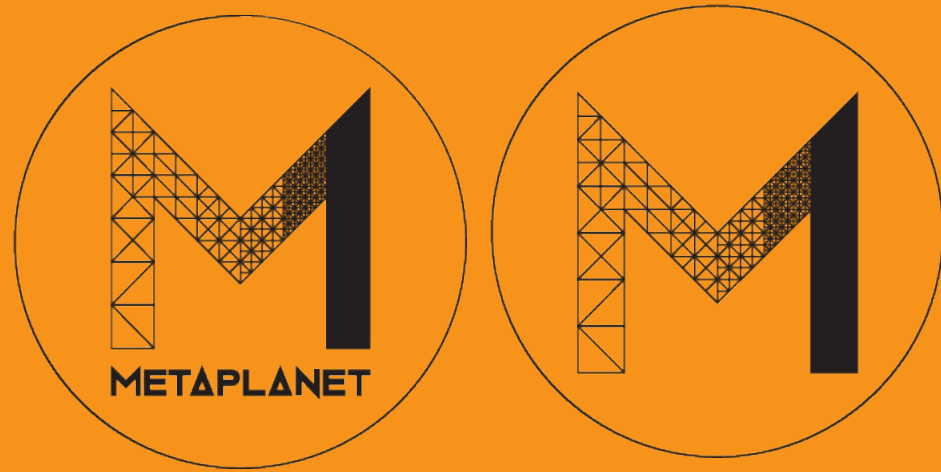
Metaplanet Inc. is Japan's first and only Bitcoin Treasury Company, and one of the few publicly listed companies globally with bitcoin as its core strategic asset.

We are committed to building long-term shareholder value through disciplined Bitcoin accumulation, capital market innovation, and investor alignment. In addition to our treasury strategy, we are developing complementary business verticals including Bitcoin Magazine Japan and The Bitcoin Hotel, to support Bitcoin adoption in Japan and beyond.



Brandmark & Symbol

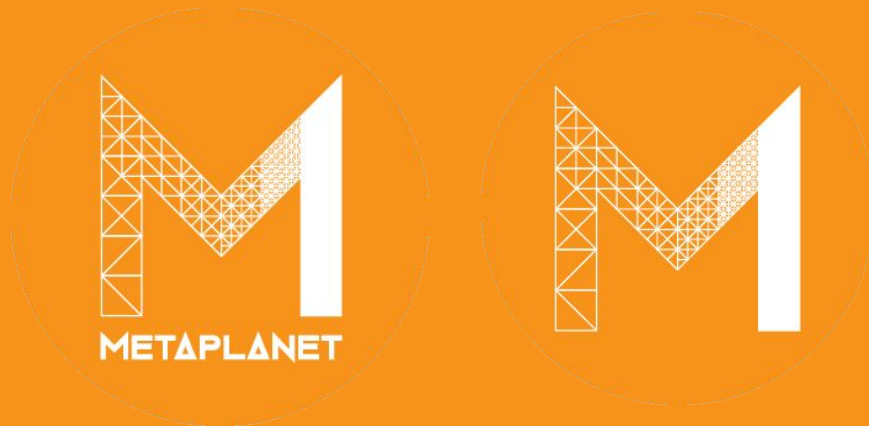




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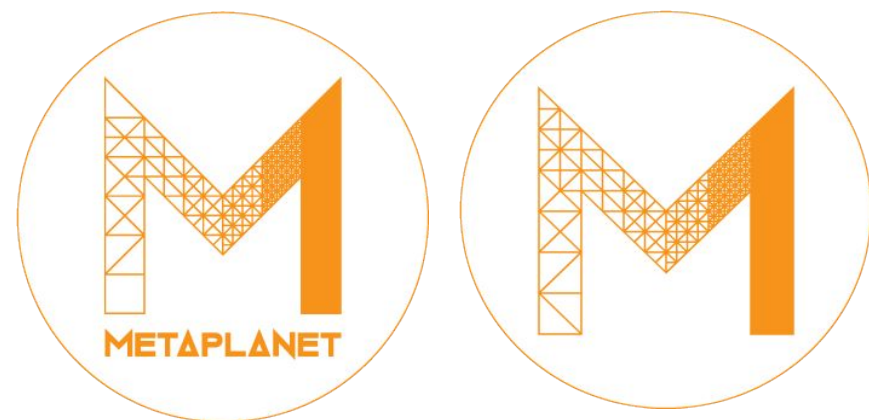
The “M” brandmark is the main identifier. However, the wordmark may also be used independently when the full company name needs to be clearly communicated.

The black brandmark is the primary version of the Metaplanet logo and may be used with or without the circular background, depending on context and application. It may also be used with or without the “Metaplanet” wordmark below the symbol, depending on layout and usage needs.



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The non-mesh version may be used in situations where replicating the mesh details in the “M” is technically difficult or impractical (e.g. embroidery, small-scale printing, or low-resolution formats).



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Primary Colour
Metaplanet Orange
Hex: #f7931a
RGB: (247, 147, 26)

Metaplanet Black
Hex: #000000

Metaplanet White
Hex: #FFFFFF

About Metaplanet

Metaplanet Inc. (Tokyo Stock Exchange: 3350 / OTCQX: MTPLF) is Japan's first and only publicly listed Bitcoin Treasury Company. The company leverages Bitcoin as its core treasury reserve asset, employing innovative equity and debt financing strategies to maximize shareholder value. Management measures its performance through the Key Performance Indicator (KPI), 'BTC Yield,' which reflects the percentage growth in Bitcoin per share, guiding all capital market activities.

In addition to its Bitcoin-focused operations, Metaplanet owns and operates a hotel in Tokyo, which is being rebranded as The Bitcoin Hotel and is set to open in Q1 2026. The company also holds the exclusive license for Bitcoin Magazine in Japan, promoting Bitcoin education and adoption.

Trademarks

Metaplanet and Bitcoin Magazine Japan are trademarks or registered trademarks of Metaplanet Inc. in Japan and other jurisdictions. Other product and company names mentioned herein may be trademarks of their respective owners.





Fon inquiries or questions regarding the Metaplanet brand, email: admin@metaplanet.jp