

From Integrated Report to Vision Report: "Forward Map 2025" Is Released
—Focusing on the future envisioned by the Money Forward Group and the path to achieving it—

Money Forward, Inc. is pleased to announce the release of its vision report, "Forward Map 2025," formerly known as the integrated report, for all stakeholders today, Monday, April 14, 2025.

This marks the fifth edition of the report, which distinguishes itself from existing information disclosures such as our corporate website and securities reports. With the theme focused on the "Future," the name was changed from an integrated report to a vision report.



Forward Map 2025

[Japanese version](#) / [English version](#)

Since our founding, we have embraced our mission "Money Forward. Move your life forward," and aspired to eliminate financial issues and concerns from the world to create a society that drives the challenges of every individual through our services and businesses. "Forward Map" has been published annually since 2021, with updates based on feedback from stakeholders, in order to communicate our Group's efforts

"Forward Map 2025," renamed from an integrated report to a vision report, is mainly made up of the future destination targeted by the Group, the path toward the destination (Forward Map), and the thoughts and aspirations of the colleagues that share this common path. We have paid meticulous attention to design and layout and invite you to envision the future our Group is aiming for, as if looking through binoculars.

For further information, please contact:
Yumi Yato, PR Division, Money Forward, Inc.
Tel: 050-1748-5352 Email: pr@moneyforward.co.jp

■ Contents of “Forward Map 2025”



“Forward Map 2025” is divided into four chapters. The “Introduction” chapter focuses on the message from the Group CEO Yosuke Tsuji, reflecting on the unwavering vision since our founding, and guides you to the future we aspire to. “Forward Map,” which is also the title of this publication, covers the initiatives we are taking to make this future a reality. “Compass” presents the initiatives being taken to instill the principles and the culture that we value. “Fact & Data” opens with a message from the Group CFO Yumiko Nagao and summarizes our performance results for the fiscal year ending November 30, 2024.

We hope “Forward Map 2025” serves as a gateway to understanding our Group better and helps us move forward towards the future we envision together with more stakeholders.

■ About Money Forward, Inc.

Name: Money Forward, Inc.

Location: 21F Tamachi Station Tower S, 3-1-21 Shibaura, Minato-ku, Tokyo 108-0023

Representative: Yosuke Tsuji, Representative Director, President and Group CEO

Establishment: May 2012

Business: Platform services business

URL: <https://corp.moneyforward.com/>

*All company names and product/service names (including logos) are trademarks or registered trademarks of their respective owners.

For further information, please contact:
Yumi Yato, PR Division, Money Forward, Inc.
Tel: 050-1748-5352 Email: pr@moneyforward.co.jp