

Press Release
September 1, 2025

Company Name Change from GFA to “abc Inc.” and Relocation of Headquarters

As the brand that “Diversity, Tokenized” ,
we aim to build a future value exchange system centered on Web3 technology

At the Board of Directors meeting held on May 30, 2025, we resolved to change our trade name to “abc Inc.” effective September 1, 2025. This was approved at the 24th Annual General Meeting of Shareholders held on June 30, 2025. Today, September 1, we have officially implemented the company name change and relocated our headquarters to expand our business and improve operational efficiency.

価値という言葉がある。消費者という言葉がある。間に、お金がある。
「お金」というチケットと、自分の欲を交換する日々。
チケットの枚数が、この世界で体験できることの数を決めている。
だからまるで、銀行口座の貯金額は、自分のHPのように思える。
HP999で安心？このHPは、何かと交換できるから価値がある。
食事と、衣服と、住居と、週末と。
しかし、チケット何枚で交換ができるのかは、時代と共に移り変わる。
そして、チケット自体の価値も変わる。
硬い金属の箱の奥にしまったチケットは、次開けたとき、枚数が変わっている。
交換のルールも、チケットの枚数も、私たちの目の前の今日とは遠いところで決定されている。
暑い夏に感じる資本主義は、こんな景色だ。
世界は、人々が価値を交換し合うことで生まれる。私たちは「消費者」ではない。
価値をつくる人に対して、対等な価値を与える人だ。
昔々は貝殻で、ちょっと前はお米で、現代は「お金」で、価値を与えてきた。
だけど私たちは、目の前で溶けていくかき氷に対して、
貝殻でしか、交換ができないのだろうか？
私たちは、いま、ここで、もっと自由に交換できるはずだ。
abcは、いま、そこがしらで生まれるはずの価値交換を、次の100年に向けて成り立たせる。
人間や文化の多様性は、自由な価値交換によって、生まれてきたはずだから。

多様性を通貨にする

When we imagine society from the present into the future, we believe that beyond divisions such as investors vs. workers, or prices vs. cash, people should be able to exchange value more freely. The convergence of “value” born in various spaces around the world, and the energy of those who wish to give that “value,” creates communities, cultures, and diversity.

As a professional group specializing in currency and Web3 technology, we will be reborn with the vision of “Tokenizing Diversity,” expressed through words and creativity.

1. Company Name Change to “abc”

The new company name “abc” signifies the beginning of the alphabet and embodies our desire to be the “starting point” of diverse value exchange.

We aim to circulate values that cannot be exchanged within existing financial systems—such as goodwill, trust, cooperation, and support—through a new value exchange system.

New Mission: Diversity, Tokenized by abc

Business is, at its core, an exchange of value. And capitalism—meant to uphold a free and equal civil society—should support that. But even in the 21st century, access to that value exchange isn’t open to everyone.

The right to participate in places where value is traded—like the stock market—is still concentrated in the hands of capital holders. And in everyday exchanges, like buying a bag of rice, those who have neither products nor capital must offer up their own time and bodies on the labor market, converting their lives into money. But even that money—its value is decided somewhere far away, detached from the everyday present in front of us. This is roughly what our capitalism looks like.

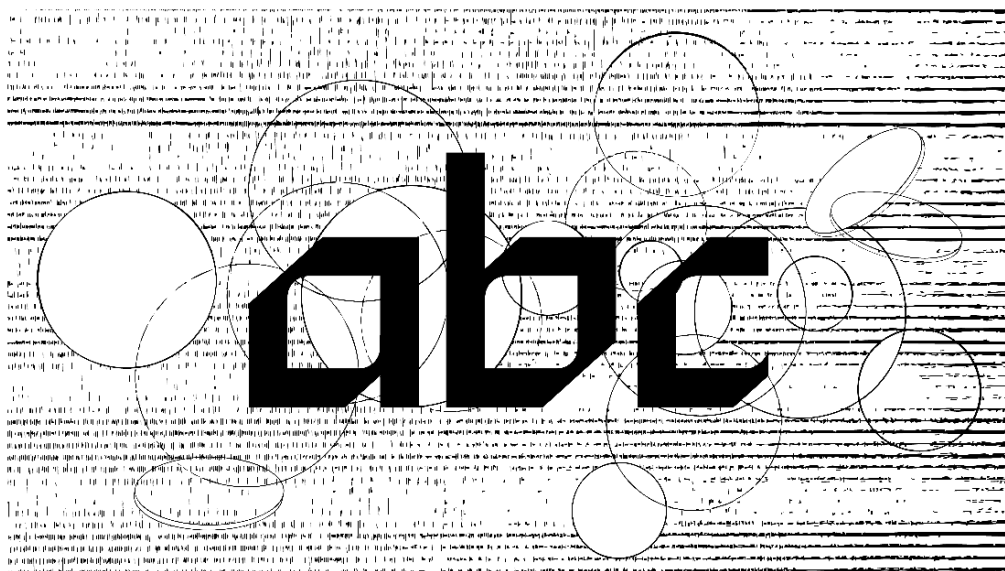
Why can’t we exchange? Our sensibilities are born here and now. Acts of goodwill offered to others, the kind of trust that moves a friend to action, the empathy that makes us want to share, the encouragement that comes without asking—none of these can be traded for a bowl of ramen or a single concert ticket. Not because they’re worthless, but because they’re not products. Not capital.

abc is working to make these forms of value—those born in the “here, or there, or now”—exchangeable again, for the next hundred years to come. This “diversity” isn’t just something to be celebrated. It’s the origin of how human beings have always exchanged value.

2. Details of the Company Name Change

- Old Name: GFA Inc.
- New Name: abc Inc.
- Effective Date: September 1, 2025
- Securities Code: 8783 (unchanged)
- Approved: At the 24th Annual General Meeting of Shareholders held June 30, 2025

3. New Logo and CI



The three letters “abc” both symbolize the starting point of value exchange and form an acronym for **ai, blockchain, cryptocurrency**. Each group business will be accompanied only by its wordmark, suggesting the process of diversity becoming currency through each business.

The background illustration of the logo reflects customs and landscapes of throwing or washing coins in water to pray for wealth. In contrast to this scene, where one prays for increased value by washing “money,” we propose that people already carry exchangeable value. By deliberately making this contrasting landscape the background of our logo, we embody both our awareness of the challenge—demonstrating “Tokenizing Diversity” precisely within such a world—and our commitment to innovation.

4. New Headquarters

- Address: 11F, Akasaka Daiichi Building, 4-9-17 Akasaka, Minato-ku, Tokyo
- Access: Approx. 8 minutes on foot from “Akasaka-Mitsuke Station,” 10 minutes from “Aoyama-itchome Station”

5. Message from the CEO



We sincerely thank you for your continued support. On this occasion, our company has changed its name to “abc Inc.” and adopted the new mission of “Tokenizing Diversity.”

The new name “abc” symbolizes the beginning of the alphabet and reflects our desire to be the starting point of diverse value exchange. Our goal is to circulate diverse values that have not been recognized by traditional economic systems—such as goodwill, trust, cooperation, and support—through a new value exchange system.

With our new management structure, we believe that as our corporate strategy and raison d’être have significantly transformed, our company name should also be renewed to unify our business philosophy and values. abc is a starting point, but we do not fixate on endings. We believe that ultimate value creation will be woven together with our clients and stakeholders.

We chose lowercase letters for our name to express that we are not the main actors. Rather, the protagonists are the people and society that hold diverse values. Capital letters are defined by social stakeholders, and we wish to contribute to “Tokenizing Diversity” in accordance with that framework.

Gen Matsuda
President & CEO

6. Impact on Business Development and Future Strategy

Along with the name change, we have amended our Articles of Incorporation to add new business objectives such as “consulting services related to Web3 services and blockchain technology” and “investment, management, and research of crypto assets.”

Going forward, under the mission of “Tokenizing Diversity,” we will promote the construction of new value exchange systems using Web3 technology, while accelerating a diversification strategy that includes traditional finance, real estate investment, and fund management, thereby establishing a foundation for sustainable growth.

In addition, to prepare for future business expansion, we will increase the total number of authorized shares from 37,000,000 to 100,000,000, enabling more flexible and agile capital policies.

About abc Inc.

<https://www.gfa.co.jp/>

abc upholds the mission of “Tokenizing Diversity.” This phrase is our identity, our North Star, and our promise to future society. By making it the axis of our management, business, and creative decisions, we aim to create “a world where those who do good benefit,” free from the framework of conventional financial systems, as a professional group in currency centered on Web3 technology.

Our group network also carries the brand notation “Tokenizing by abc.” By presenting this together with each business, we will achieve unified brand management and, as a group, provide new value exchange systems that tokenize diversity.

- Address: 11F, Akasaka Daiichi Building, 4-9-17 Akasaka, Minato-ku, Tokyo
- Representative: Gen Matsuda, President & CEO
- Business: Investment in companies and funds, support for investees, real estate business, crypto asset business

Inquiries regarding this matter:

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