

February 27, 2026
SBI Holdings, Inc.
Startale Group Pte. Ltd.

SBI Holdings and Startale Group Introduce JPYSC, the First Trust Bank-Backed JPY Stablecoin

SBI Holdings, Inc. (hereinafter “SBI Holdings”) and Startale Group Pte. Ltd. today officially unveiled the brand name and logo of their jointly developed Japanese yen stablecoin, JPYSC, marking a major milestone in the advancement of regulated digital finance in Japan and globally.

SBI Holdings & Startale Group Debut JPYSC



JPYSC is designed as a trust-based stablecoin issued by Shinsei Trust and Banking Co., Ltd., under Japan’s regulatory framework and is structured to operate seamlessly across traditional financial systems and blockchain networks, laying the foundation for a globally trusted digital yen. SBI VC Trade Co., Ltd. will be serving as the primary distribution partner and Startale Group, as the designated core partner, will lead the technical development.

The official launch remains on track for Q2 2026, subject to completion of all necessary regulatory approvals.

JPYSC: A Digital Yen Built for Global Scale

Built through the strategic partnership between Startale Group and SBI Holdings, JPYSC combines:

- **Significant interest from leading financial institutions and corporate giants**, reflecting a strong signal for adoption in operational, treasury and cross-border use cases.
- **Institutional-grade compliance**: Issued as a trust-structured Type III Electronic Payment Instrument under Japan's regulatory framework, ensuring full adherence to applicable financial laws and standards.
- **Enterprise-ready settlement capabilities**, designed for high-volume transactions and tokenized assets settlement.
- **Global interoperability across digital ecosystems**, enabling seamless integration with traditional financial systems and blockchain platforms.

The Blue Mark of Trust

The newly unveiled blue JPYSC logo reflects the stablecoin's core principles of trust, stability, security and global connectivity. JPYSC is designed to serve as a reliable digital yen, bridging traditional banking and blockchain networks. Together, Startale Group and SBI Holdings are committed to building the infrastructure for a new era of regulated digital finance, delivering open, efficient, and globally trusted financial products that will bring the world onchain.

About Startale

Startale Group is a leading global web3 solutions provider on a mission to build the next

civilization by bringing the world onchain.

The company operates Astar Network, Japan's largest public blockchain, and co-develops Soneium through Sony Block Solutions Labs, a joint venture with Sony Group Corporation. Beyond chain development, Startale also builds consumer and developer products such as the Startale App, which serves as an all-in-one gateway to the Soneium ecosystem and beyond, uniting blockchain-native applications in a single intuitive experience.

For more information, visit Startale: [Website](#) | [X](#)

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About SBI Holdings

SBI Holdings is one of Japan's leading comprehensive financial groups, operating across a wide range of businesses including Financial Services, PE Investment, Asset Management, Crypto-asset, and Next Gen. Since its establishment in 1999, the SBI Group has built an internet-based financial ecosystem covering securities, banking, and insurance, and continues to expand its business globally through innovation and strategic investment.

<https://www.sbigroup.co.jp/english/>