



December 1, 2025

FP Partner Inc.

FP Partner and Yamada Denki Enter Business Alliance

Household Financial Consultation Services Now Available Nationwide at Yamada Denki Stores Contributing to Customer Peace of Mind and Prosperity

FP Partner Inc. (Head Office: Bunkyo-ku, Tokyo; Representative Director and President: Tsutomu Kuroki; listed on the Tokyo Stock Exchange Prime Market), which operates the free financial planning consultation service 'Money Doctor', and Yamada Denki Co., Ltd. (Head Office: Takasaki City, Gunma Prefecture; President and CEO: Takahiro Sano; hereinafter 'Yamada Denki') will enter into a business partnership effective 1 December 2025. Consequently, household financial consultation services provided by the Company's affiliated financial planners (FPs) will commence at Yamada Denki stores nationwide.



Background and Purpose of the Business Alliance

Leveraging its network of 975 stores nationwide (as of 2024), Yamada Denki has supported customers' lifestyles not only through the sale of home appliances but also by offering proposals and services covering all aspects of residential living. In recent years, it has also focused on its insurance business, supporting customers' lives across a wide range of fields.

Meanwhile, since our founding in 2009, we have upheld the philosophy of "protecting families throughout their lives and walking alongside them towards a prosperous future". We have cultivated 2,430 locally rooted FPs across 189 locations in all 47 prefectures (as of August 2025). Furthermore, in 2019, we rebranded as "Money Doctor", providing life planning proposals and multifaceted consulting that prioritize the customer perspective.

Our mission is to remain a partner who listens to our customers' financial concerns and questions, working together to shape their future.

This business alliance combines the strengths of both parties: Yamada Denki's extensive customer touchpoints deeply integrated into daily life, and our nationwide network of highly specialized household financial advisory services. It was realized under the shared vision of "accompanying every single customer throughout their life, delivering peace of mind and prosperity". This enables the rollout of household financial advisory services across all 47 prefectures. We will continue to strive for further satisfaction enhancement while remaining close to our customers.

Service Overview

- Financial planning services provided by certified financial planners at Yamada Denki stores nationwide
- Consultation dates and times can be selected to suit your preferences
- Consultations available across a wide range of areas including insurance, asset formation, housing-related costs, education expenses, and retirement funds
- Support extending beyond financial advice, acting as a partner to bring security and prosperity to your future

Future Developments

Both companies will continue to enhance service quality and reassurance, establishing a framework to flexibly address each client's diverse needs. By leveraging our respective strengths and expanding services, including insurance, we aim to provide 50,000 services annually at an early stage, striving to further strengthen our sales structure and customer touchpoints.

About Money Doctor

Money Doctor is a service that allows you to consult with our financial planners (FPs) as many times as you like for free about anything related to money, including insurance consultation, asset management, savings methods, education funding, mortgage loans, inheritance planning, etc. We will provide appropriate advice based

on your life plan. In addition, we have offices in all 47 prefectures across Japan so that we can provide services that are rooted in the local community. We have also established a system security structure and a system for safely managing customer information, so you can consult with us with peace of mind. Money Doctor is a lifelong partner that enriches the lives of each and every one of our customers.

About FP Partner, Inc

【Company Profile】

Company name : FP Partner Inc.

Head office location : 5F Koraku Kokusai Building, 1-5-3 Koraku, Bunkyo-ku, Tokyo

Representative : Tsutomu Kuroki, Representative Director and President

Business activities : Insurance agency, financial product brokerage, financial planning services related to financial products

Established : December 2009

「FP Partner Inc.」 <https://fpp.jp/>

「Money Doctor」 <https://fp-moneydoctor.com/>

<For inquiries regarding this release, please contact us by email.>

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