



Entertainment Business

Lets make world full of "WakuDoki"

Entertainment Business

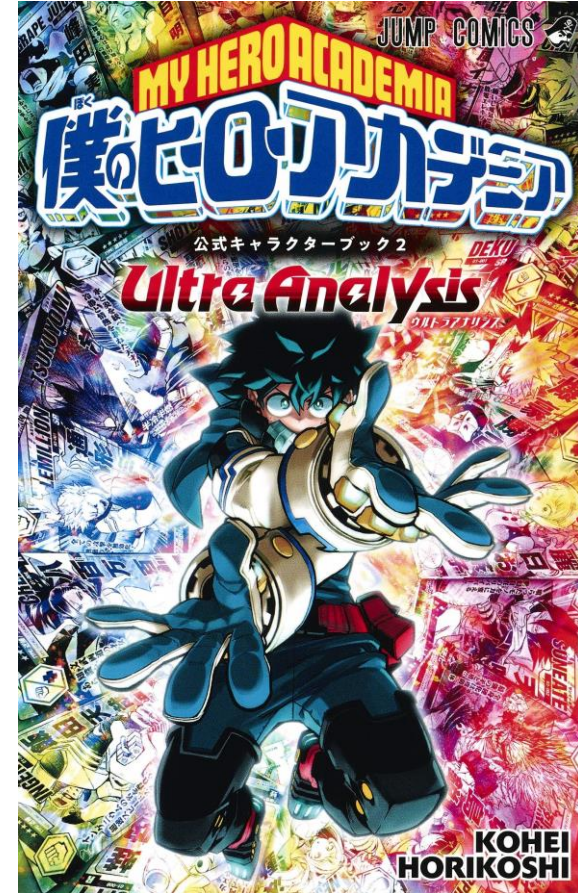
("Anywhere door" of entertainment contents)



Demon Slayer: Kimetsu no Yaiba Official fanbook



Kingdom Official Problem Collection



My Hero Academia
Official Character Book 2 Ultra Analysis 46

Entertainment Business ("Anywhere door" of entertainment contents)



©H.Furudate / Shueisha, "HAIKYU!!" Project, MBS



WIXOSS WXX-11 Reincarnation



Battle Spirits [BS52] Awakening Chapter 1
Reincarnation (Returner)

Overview (Entertainment Business)



Overview

- Sales did not grow over the course of the year.
- Entertainment titles handled in projects such as manga and card games performed well. As a result, book editing royalties and royalty income increased.
- Aiming for full-scale business expansion through further development of overseas business that continued developing.

Impact of COVID-19 epidemic

- Since remote work has been promoted for a long time, the impact of the spread of Covid-19 infection is limited.
- Despite the delay of the several projects in Q1, expecting recovery in following quarters due to strong performance of the titles that the company in charge.

Revenue (Entertainment Business)



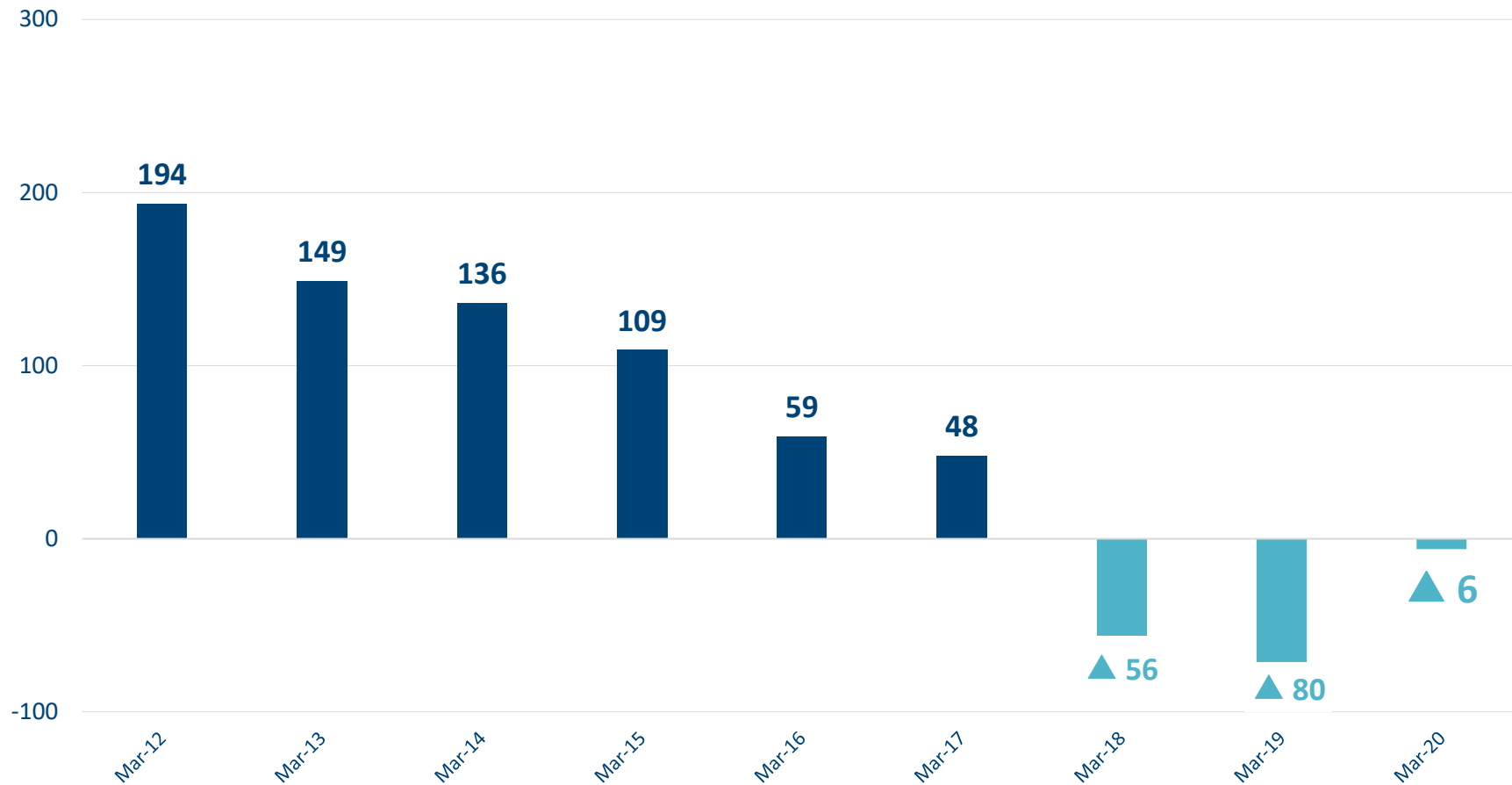
JPY Million



Segment Profit (Entertainment Business)



JPY Million

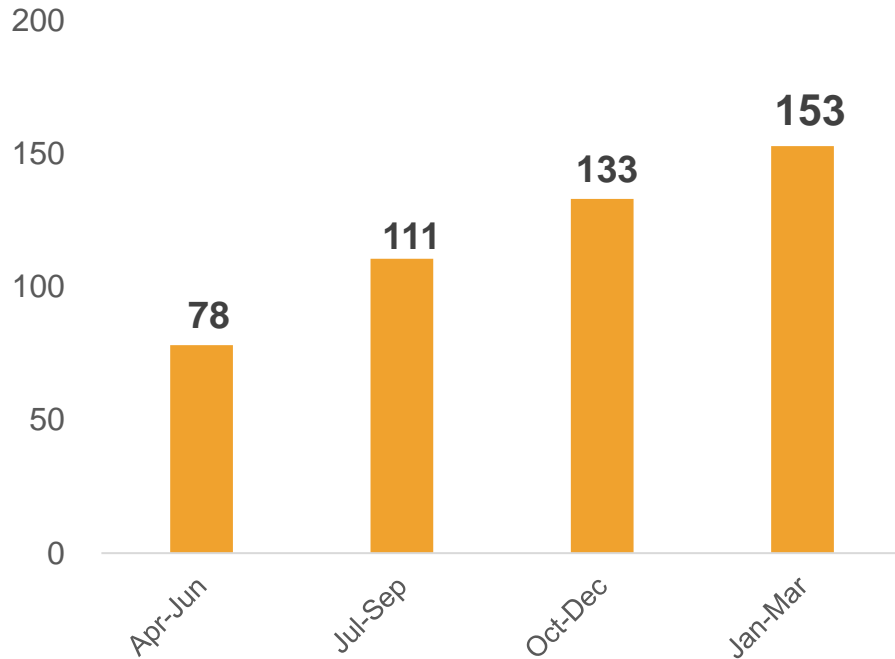


Revenue & profit improved quarterly



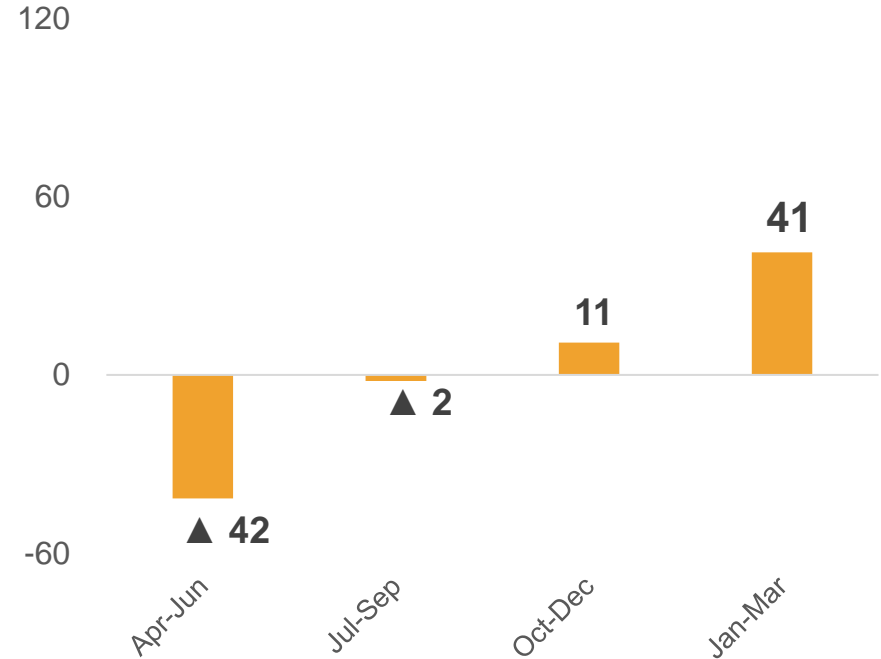
Revenue
(FY 2020)

JPY Million



Segment profit
(FY 2020)

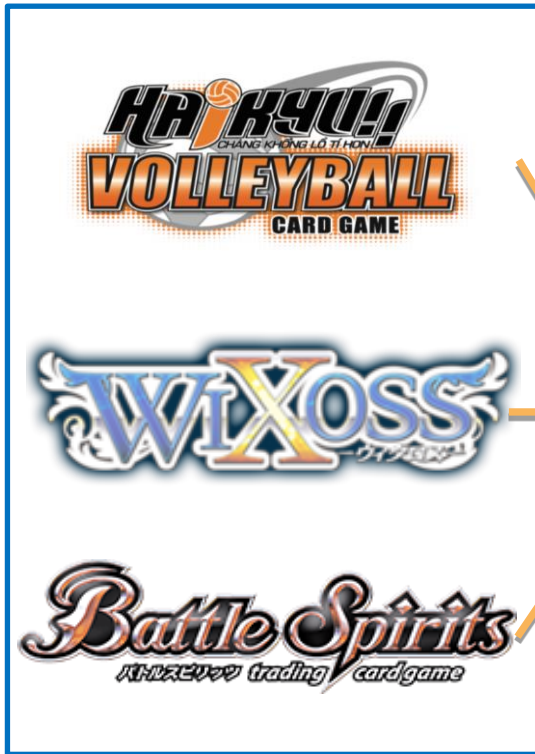
JPY Million



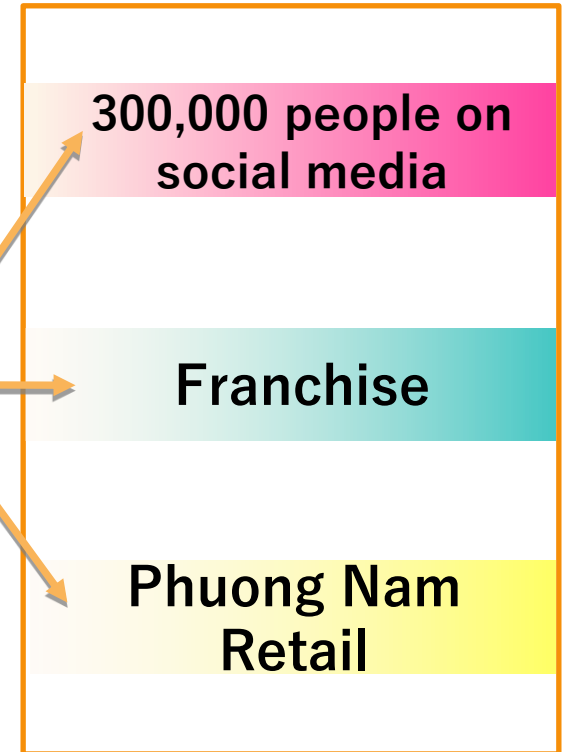
Creating a new TCG distribution channels in Southeast Asia



Title acquisition



Distribution channel



Creating a new TCG distribution channels in Southeast Asia



- **Obtained the distributorship and sales rights for Southeast Asia from major Japanese TCG publishers.**
 - HAIKYU!! Volleyball Card Game (Jan 2018~)
 - WIXOSS (Apr 2020~)
 - Battle Spirits (Jun 2020~)
- **Fostering a community of 300,000 TCG fans in Southeast Asia through social media. (Mar 2017~)**
- **Develop franchise with directly managed store in Indonesia. (May 2020~)**
- **Developed sales channel through partnership with a major bookseller Phuong Nam Retail in Vietnam. (Jun 2020~)**

Franchise development in Indonesia



Indonesia

Franchise stores: **9** stores

(Recruitment of member stores started in May 2020)

Directly managed store: **3** stores



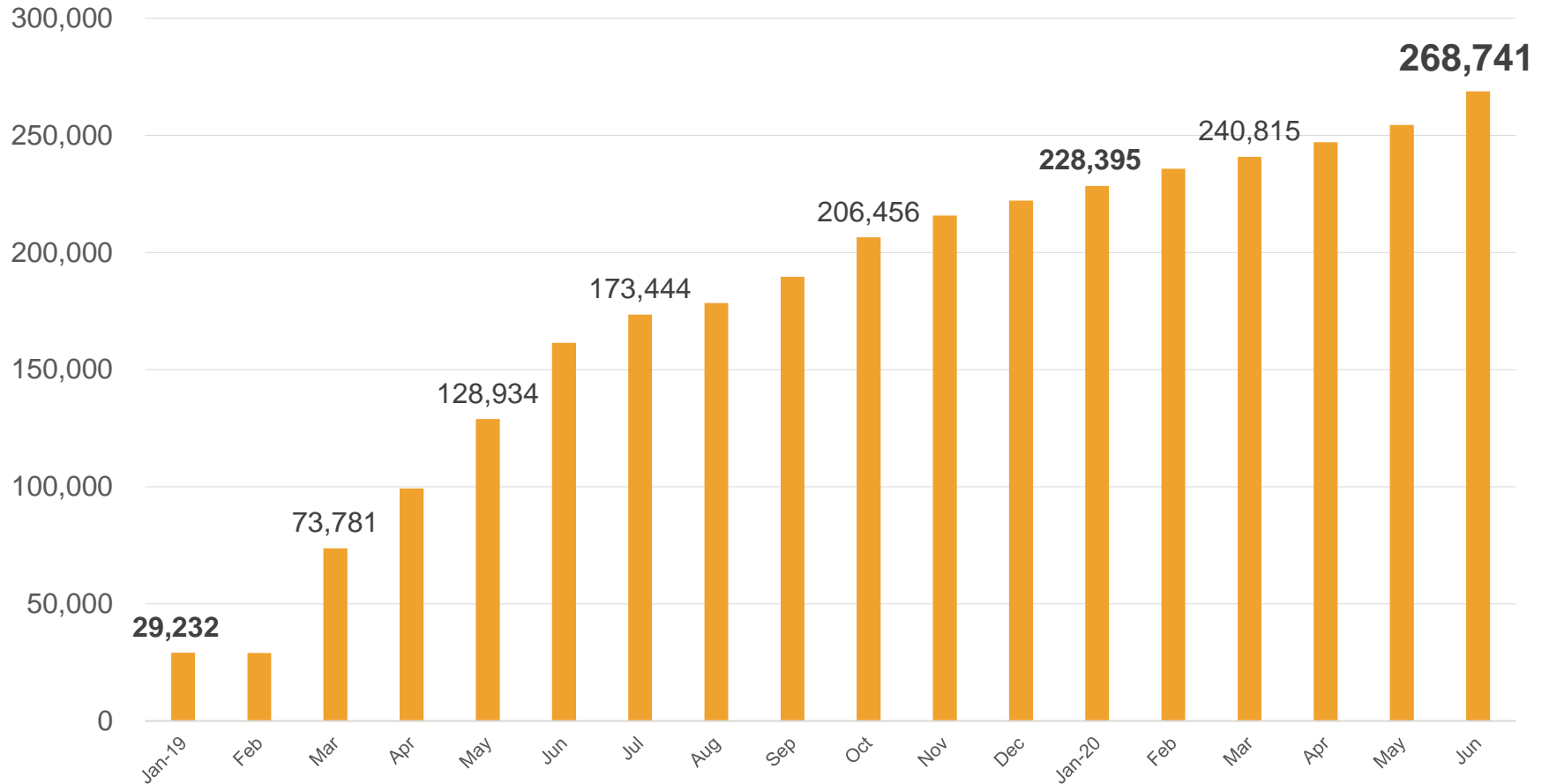
Social media administration

Developing largest TCG community in Asia



(Followers)

TCGnoheya Facebook page followers



Social media administration

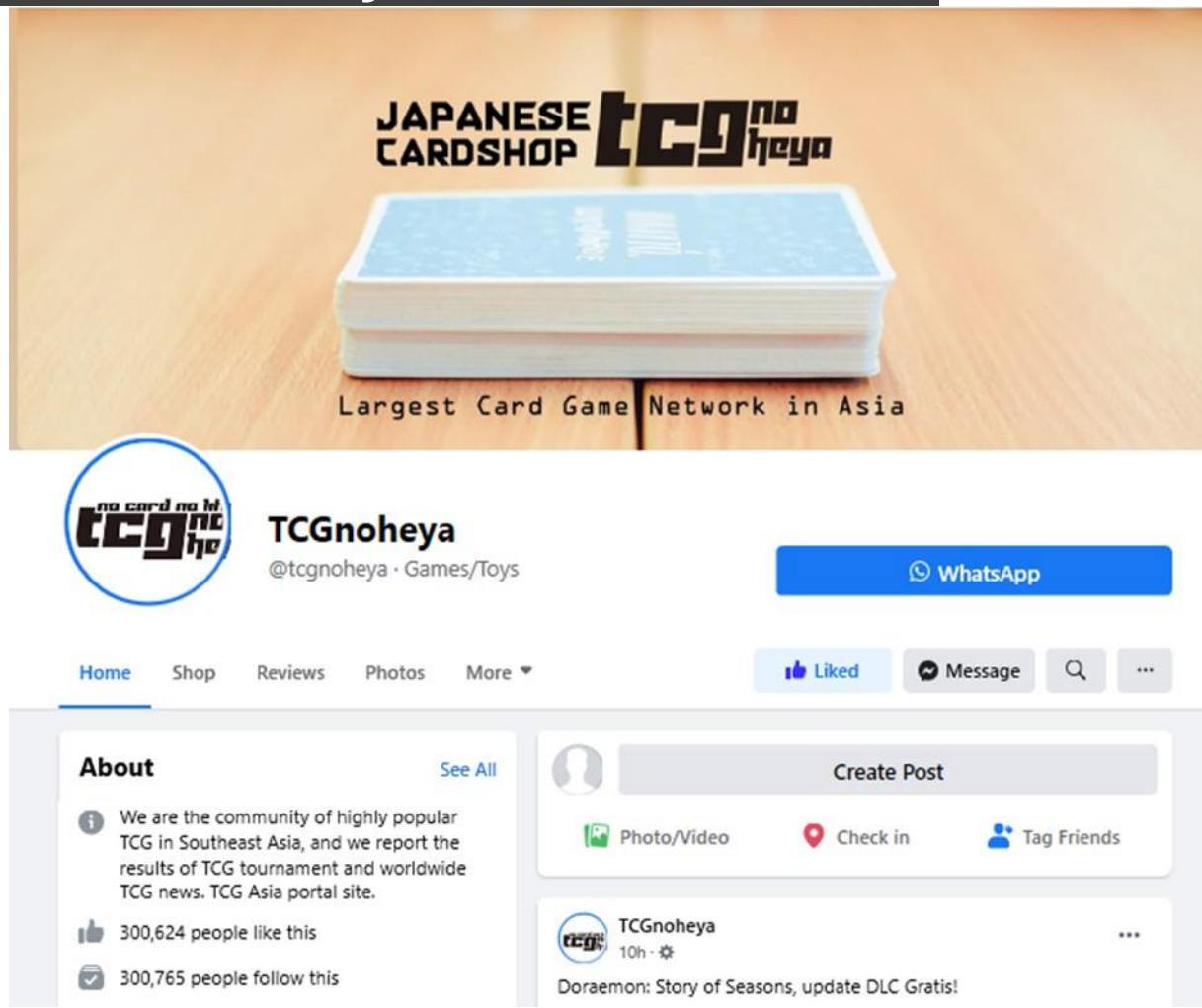
Developing largest TCG community in Asia



26 July 2020
TCGnoheya FB page
followers :

300,765

<https://www.facebook.com/tcgnoheya/>



Entertainment Business (Business in Japan remains strong, Southeast Asia to be profitable)



- Several projects in Q1 delayed.
- The strong performance of the titles that the company in charge.
- Continuing to control expenses.
- New Market Development in Southeast Asia.
- **Accelerate expansion in Southeast Asia while leveraging the strong performance in Japan.**



THANK YOU