

# Business Model Aimed at Realizing Enhanced IP Value Toward the Creation of Entertainment Excellence

Characters loved by all generations everywhere and stories that resonate in the heart bring smiles and enrichment to everyone’s leisure time.

Fields acquires, creates and cultivates quality IP deployed through a variety of media to build a circulation “Developing Business Model” maximizing the value of IP.



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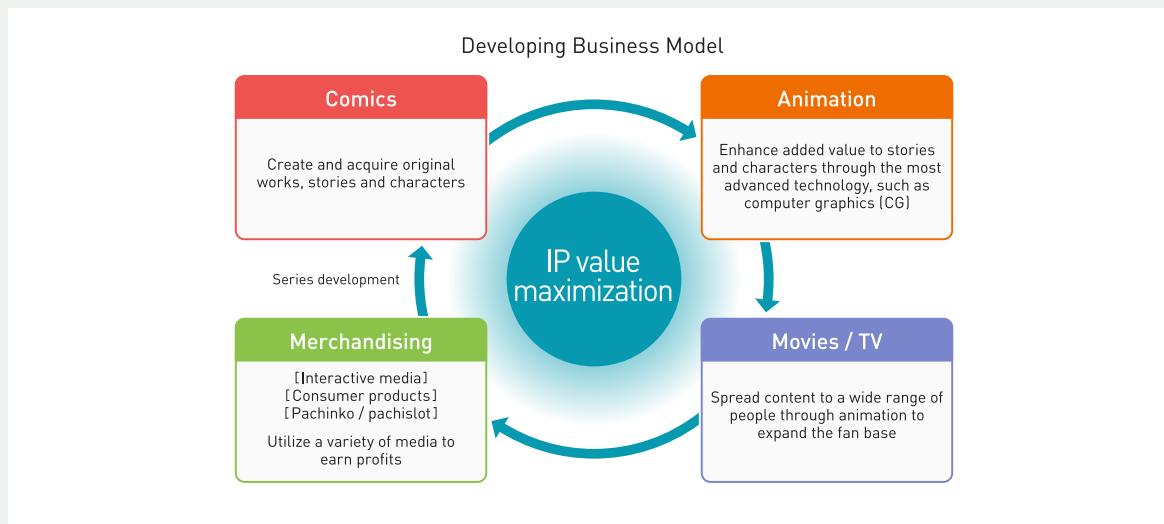
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# Fields' "Developing Business Model"

IP = Intellectual Property

Fields develops a wide range of IP (intellectual property), such as characters and stories that constitute the core of entertainment, from comics, visual and games, to pachinko/pachislot machines, in an attempt to enhance the value of IP itself and maximize profitability.

Bringing all this together systematically as the core of our IP is the circulation business model "Developing Business Model".



## Comics

The role of the Comics field is to create and acquire original works, stories and characters. Creation is the role of so-called "IP production bases." At the core of this effort is the *HERO'S Monthly* comic magazine focused on the creation of hero IP.

*HERO'S Monthly* is a comic magazine created in conjunction with a major publisher in November 2011. In the almost five years since its creation, 62 titles have been published (as of June 2016).

Fields handles numerous hero works, including *ULTRAMAN* and *Masked Rider KUUGA*, whose popularity stretches across generational segments, while at the same time we are also promoting multiple visuals projects.

Furthermore, we have also begun distributing content for e-book platforms, including 42 e-book stores in Japan and China Mobile and Kidstone in China.

### New Series Productions



Infini-T Force ~ Mirai No Byosen ~  
© タツノコプロ Ukyou Kodachi  
Tatsuma Ejiri © ヒーローズ



T-DRAGON  
© Shu Sakuratani  
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フィールズ © ヒーローズ

Monthly Comic Magazine  
HERO'S official website



<http://www.heros-web.com/en/>

### Main Cross-Media Development Examples



MAJESTIC PRINCE  
Pachislot machine rollout  
© 創通・フィールズ / MJP 製作委員会 © 創通 / フィーズ  
© ヒーローズ Produced by D-light



Infini-T Force ~ Mirai No Byosen ~  
Animation project  
© タツノコプロ Ukyou Kodachi Tatsuma Ejiri  
© ヒーローズ



ATOM THE BEGINNING  
Animation project  
© TEZUKA PRODUCTIONS Masami Yuuki Tetsuro  
Kasahara © ヒーローズ

TV Animation  
ATOM THE BEGINNING  
official website  
(Japanese language only)



<http://atom-tb.com/>

## Animation

The role of the animation field is to increase the added value of stories and characters using CG and other advanced technologies. With strengths as producers and production capabilities, we are engaged in added value IP through the highest class of animation quality in Japan. We also improve Fields' reputation through high added value IP, which is linked to the acquisition of new leading IP.

In October 2016, the animation movie *GANTZ:O* was released based on *GANTZ*, which boasts a wealth of fans in Japan and overseas (published in *Young Jump Weekly* from 2000 to 2013). At present, we are also moving forward with multiple IP animation production projects.

### Major Broadcasts / Releases



NINJA SLAYER FROM ANIMATION  
©Ninjū Entertainment/Ninjū Conspiracy



Grimgar, Live and Act  
©2016 十文字青・オーバーラップ / 灰と幻想のグリムガル製作委員会



ACTIVERAID:  
Special Public Security Fifth Division  
Third Mobile Assault Eighth Unit  
©前導・フィールズ・フライングドッグ / ACTIVERAID PARTNERS

TV Animation ACTIVERAID  
Special Public Security Fifth  
Division Third Mobile Assault Eighth Unit  
official website  
(Japanese language only)



<http://activeraid.net/>

## Visuals (Movies, TV, etc.)

The role of the visual field is to expand the fan base by spreading animation content throughout the world. We are attempting to spread and enhance the value of IP through movies, TV and subscription video on demand (SVOD).

Among these, SVOD is a new visual business platform developed in line with people's lifestyles, which Fields considers to be indispensable for the spread of IP from a global perspective.

To this end, we are presently engaged in the rapid creation of cooperative structures with SVOD providers in the United States and China as well as leading companies in the entertainment industry to promote the global deployment of IP, including the *Ultraman* series and *BERSERK*.

### Major Broadcasts / Releases



Ultraman X  
©円谷プロ



Ultraman ORB  
©円谷プロ  
©ウルトラマンオーブ製作委員会・テレビ東京

Ultraman X official website  
(Japanese language only)



<http://m-78.jp/x/>

Ultraman ORB official website  
(Japanese language only)



<http://m-78.jp/orb/>

## Merchandising

The role of the merchandising field is to utilize and monetize IP in a variety of media including interactive media, consumer products, pachinko/pachislot machines and other media.

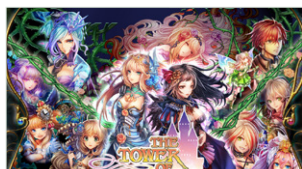
In games, in addition to the IP development of *AKB48*, we are promoting measures to expand the fan base for original titles through improved monetization and game characteristics.

In terms of live entertainment, we have developed live entertainment shows in Japan and overseas mainly utilizing the *Ultraman* series.

With regard to licensing, we are promoting the deployment of *A MAN of ULTRA* conceptual licensing aimed at establishing new licensing businesses and expanding IP business domains.

In pachinko/pachislot machines, we handle merchandise lines with strong game and entertainment characteristics using *HERO'S* IP as well as leading IP from other companies. Also, we are promoting various measures to improve product appeal, enhance services as a trading company and expand the number of players amid overall market invigoration.

### Title Examples



the TOWER of PRINCESS  
©Fields



AKB48 Stage Fighter  
©AKS ©GREE, Inc



AKB48 Official Music Game  
©AKS ©S&P

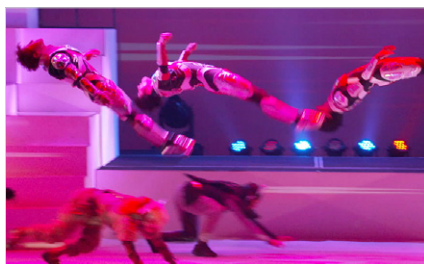
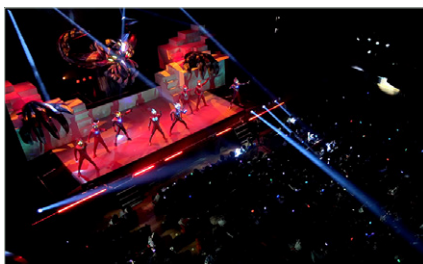
the Tower of PRINCESS  
official website  
(Japanese language only)



<http://tawapri.jp/>



ULTRA HEROS THE LIVE ACROBATTLE CHRONICLE



© 円谷プロ・フィールズ



ULTRA HEROS THE LIVE ACROBATTLE CHRONICLE  
official website  
(Japanese language only)

<http://m-78.jp/acrobattle/>

License brand "A MAN of ULTRA"



© A MAN of ULTRA © TSUBURAYA PROD.



A MAN of ULTRA official website  
(Japanese language only)

<http://aman-u.jp/>

Major Pachinko/Pachislot titles



CR MAJESTIC PRINCE



EVANGELION  
-Tamashii wo Tsunagumono



Resident Evil 6

FIELDS PREMIUM FAN SITE  
(Japanese language only)



<http://www.fields.biz/products/ps/>

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## Fields' Cross-Media Strategy

To realize a cyclical business model centered on IP, Fields develops leading IP, including the *Ultraman* series owned by Group company Tsuburaya Productions Co., Ltd., dark fantasy hit title *BERSERK* borrowed from the rights holder and *MAJESTIC PRINCE*, produced in conjunction with SOTSU CO., LTD., for multiple media vehicles such as comics, visual, games, pachinko/pachislot machines.

Fields promotes cross-media developments that interact with each other in an attempt to invigorate and expand IP fan bases.

At present, we are promoting two strategies focused on investment in major IP enabling cross-media development while at the same time creating low-risk, high-return businesses and strengthening our global network centered on major IP while simultaneously implementing product development maximizing use of *Ultraman* and other distribution channels.

### IP Cross-media development Example

#### Ultraman Series

In April 2010, the Company acquired as a subsidiary Tsuburaya Productions Co., Ltd., which owns the *Ultraman* Series.

Since 2012, we have made an effort towards TV series renewals and domestic marketing enhancements, and since 2014, we have accelerated global development focused on Southeast Asia.

Current, we are collaborating with partners in Japan to promote the cross-media development of comics, visual, games, live entertainment, licensing, pachinko/pachislot machines.

Tsuburaya Station  
(Japanese language only)

<http://m-78.jp/>



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#### Initiatives in the Fiscal Year Ending March 31, 2017

In Japan	June 2016	Conceptual licensing: <i>A MAN of ULTRA</i> Participating companies: 55 (brands) Won Japan Brand Licensing Grand Prize at Grand Prix awards	License
	July 2016	<i>HERO'S Comic ULTRAMAN</i> Volume 8 sales exceeded 2.2 million copies	Comic
		<i>Ultraman ORB</i> TV broadcast launched On TV Tokyo network, Saturdays at 9:00 a.m.	Visual
		<i>Ultraman Festival 2016</i>	Live entertainment
	September 2016	<i>Ultraman x Monster Strike</i> (Mixi, Inc.) collaboration	License
September 2016	<i>ULTRA HEROES THE LIVE ACROBATTLE CHRONICLE 2016</i> in Osaka	Live entertainment	
December 2016	<i>ULTRA HEROES THE LIVE ACROBATTLE CHRONICLE 2016</i> in Nagoya	Live entertainment	
January 2017	<i>ULTRA HEROES THE LIVE ACROBATTLE CHRONICLE 2016</i> in Tokyo	Live entertainment	
Overseas	July 2016	<i>Ultraman ORB</i> distribution launched Global: Crunchy Roll China: IQIYI, LeTV, Tencent, Youku	Visual

## BERSERK

*BERSERK* is an IP whose visual rights were acquired by the Group from the rights holder. The original story began in 1989 as a comic series, which sold a total of more than 40 million copies around the world.

Since 2012, the Fields Group has engaged in cross-media development including the release of three animated movies, games and pachinko/pachislot machines.

We are also promoting the creation of a new animated series, which will begin development through TV and SVOD in 2016.

TV animation *BERSERK* official website  
(Japanese language only)

<http://www.bersek-anime.com/>



© 三浦建太郎 (スタジオ我画)・白泉社／ベルセルク製作委員会

### Initiatives in the Fiscal Year Ending March 31, 2017

In Japan	July 2016	Anime <i>BERSERK</i> begins TV broadcast in the MBS etc. Animeism slot, WOWOW	Visual
	October 2016	<i>Berserk and the Band of the Hawk</i> (Koei Tecmo Games Co., Ltd.) sales launched	Game
Overseas	July 2016	Anime <i>BERSERK</i> begins global distribution on Crunchy Roll etc.	Visual

## MAJESTIC PRINCE

The IP *MAJESTIC PRINCE* is an original work co-created by Fields and SOTSU CO., LTD.

Starting as a series in the comic magazine *HERO'S Monthly* in November 2011, the story began broadcast as an animation program in April 2013. Furthermore, in conjunction with our partners, we have engaged in cross-media development of this IP in social media games, merchandise and pachinko/pachislot machines. In fall 2016, we plan to release a movie version of this IP.

Anime *MAJESTIC PRINCE* official website  
(Japanese language only)

<http://mjp-anime.jp/tv/introduction/>



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### Initiatives in the Fiscal Year Ending March 31, 2017

In Japan	July 2016	All 24 TV animation episodes and 25 new episodes began broadcast on BS11	Visual
	November 2016	Theatrical production: <i>MAJESTIC PRINCE THE MOVIE</i> will be released	Visual

# Fields Advances

From **1988**

Seeking to Create New Entertainment That Enriches People's Lives —

As entertainment in Japan entered a new era in the 1980s, we saw a business opportunity in the growing leisure time available to people. This marked the beginning of our move to create entertainment that would enrich people's lives.

In 1988, Fields' forerunner, Toyo Shoji Co., Ltd. was established. The company focused first on revitalizing the pachinko industry and making it sounder, with the aim of making it easier for many more people to enjoy the inherent entertainment value of pachinko machines as an ordinary part of life.

After that, the scale of Japan's pachinko/pachislot market expanded to ¥30 trillion. We also grew into the industry's largest distributor with a nationwide sales network, as we continued to anticipate and meet the diverse needs of pachinko halls and fans.

## Fields Transitions

- 1983 Toyo Shoji founded
- 1987 Construction of the Head Office building completed; Embarked on surveys and research into entertainment in general and computer management systems for pachinko and pachislot halls
- 1988 Toyo Shoji Co., Ltd. (currently FIELDS CORPORATION) established, marking full-scale launch of the pachinko/pachislot machine sales and hall production business
- 1992 Leisure Nippon News Company acquired; Formulation of a vision for the pachinko industry began  
Cutting-edge information service launched
  - 1992 *Hall TV*, a pachinko hall management support system, launched
  - 1994 *Pachinko Information Station*, a direct-to-hall communications satellite broadcast for the pachinko industry, launched
- Regional and branch offices throughout Japan were expanded to establish our foundation as a distributor
  - 1992 Businesses in Tokyo and Kyushu region were expanded
  - 1995 Businesses in Tohoku, Chugoku and Kansai regions were expanded
  - 2000 Nationwide sales network was established

## Entertainment & Pachinko/Pachislot History

● Entertainment ● Pachinko/Pachislot

- 1983 *Tokyo Disneyland* opened  
The home video game console *Family Computer System* released
- 1984 *JUNET*, Japan's first Internet service, launched
- 1985 *Shoulder Phone*, Japan's first mobile phone, launched
- 1985 New "Rules on Approval of Pachinko/Pachislot Machines and Certification of Models" enacted (Security Communications Association started formal testing)
- 1987 Japan's first direct-to-home satellite broadcasting service launched
- 1988 *Tokyo Dome* opens
- 1989 Japan's first direct-to-home Communications Satellite (CS) broadcasting service launched
- 1990 Pachinko and pachislot machine regulations revised (Launch of CR pachinko machine)
- 1991 Pachinko machines mounted with color LCD screens launched
- 1993 First cinema complex in Japan opens
- 1994 The pachinko/pachislot expands to a ¥30 trillion market
- 1995 Regulations for restricting the gambling aspect of pachinko machines strengthened
- 1996 Number of pachinko machines installed reaches a record high 3.9 million

From 1998

## Focusing on Developing Machines That Provide Greater Entertainment Value —

In the 1990s pachinko/pachislot machines mounted with LCD screens brought the same appeal to these machines as media such as movies and television. The advent of larger LCD screens with higher resolutions, meanwhile, led to the emergence of a host of original intellectual property (IP) unique to the industry.

Viewing pachinko/pachislot machines as media in their own right, we moved to create more fans of the genre. To this end, we used our nationwide sales network to identify needs, and began taking steps to create pachinko/pachislot machines that utilize outstanding IP known widely throughout the public domain.

Together with building a structure for acquiring IP and relationships with talented planners, we entered a business alliance with machine manufacturer Sammy Corporation. These and other efforts formed our single-minded focus on measures to enhance both the gaming and entertainment value of pachinko/pachislot machines.

In 1998, the number of pachislot machines installed, which had stalled in the several hundred thousands, broke the one million machine mark.

We recognized this milestone would change pachinko and pachislot, and transform entertainment in Japan. This was the start of our full-scale shift toward IP.

## Fields Transitions

- 1999 ISO 9002 certification (Sales Division) obtained to provide superior operational quality to customers
- 2001 Company name changed from Toyo Shoji Co., Ltd. to FIELDS CORPORATION  
Forms alliances with leading manufacturers to develop pachinko and pachislot machines that leverage IP
  - 2001 Alliance with Sammy Corporation formed; Exclusive sales of Rodeo brand machines began
  - 2003 Alliance with SANKYO CO., LTD. formed; Exclusive sales of Bisty brand machines began
  - 2008 Alliance with KYORAKU SANGYO formed; Exclusive sales of OK!! brand machines began
  - 2009 Alliance with Enterrise Co., Ltd (CAPCOM CO., LTD. subsidiary) formed; Exclusive sales of its brand machines began
  - 2012 Formed alliance with Universal Entertainment Corporation
  - 2013 Formed alliance with D-light Co., Ltd.
  - 2014 Formed alliance with NANASHOW Corporation
  - 2015 Aristocrat Technologies (now CROSSALPHA) became a subsidiary  
Spiky Corporation became a subsidiary (100% wholly owned subsidiary of Aristocrat Technologies (now CROSSALPHA))  
Formed alliance with Daiichi Shokai Co., Ltd.
- Sports entertainment field entered
  - 2001 Total Workout Corporation established to provide high-quality sports gyms
  - 2011 Total Workout premium management Inc. established
  - 2014 Opened TOTAL FOODS food and beverage facility produced by Total Workout

## Entertainment &amp; Pachinko/Pachislot History

● Entertainment ● Pachinko/Pachislot

- 1998 *Windows 98* released
- 1998 Opening of large-scale halls by leading pachinko hall operators accelerate  
Number of pachislot machines installed exceeds one million
- 1999 *i-mode* proprietary Internet service for mobile phones launched
- 1999 Pachislot machines mounted with color LCD screens launched  
Major pachinko/pachislot machine manufacturers launched a number of titles featuring original IP
- 2001 *Universal Studios Japan* opened  
*Tokyo DisneySea* opened  
Feature-length animation film *Spirited Away (Sen to Chihiro no Kamikakushi)* released
- 2002 FIFA World Cup Korea/Japan held



From 2003

## Toward the Multifaceted Development of IP

Amid diversifying media formats and growth in individual preferences, we strove to establish IP-driven business models to realize "The Greatest Leisure for All People."

Utilizing funds from our public offering and other opportunities afforded by our 2003 stock market listing, we focused on obtaining many merchandising rights to develop high-quality IP into products from companies that possess such IP in areas such as comics, animations, movies, TV dramas, music, games, and sports.

In addition, we formed alliances with outstanding creative production companies and companies with the talented human resources and cutting-edge technology, taking new steps to develop the merchandising rights we obtained in pachinko/pachislot and other media as well.

The start of the 21st century saw the use of characters and other IP across the full spectrum of media formats. For pachinko machines, roughly 70 percent featured IP of some kind. Recognizing that this trend could lead to IP exhaustion in the future, we made it our mission to eliminate this looming concern.

## Fields Transitions

- 2003 Shares listed on the JASDAQ market  
New IP-driven business model announced
- 2004 The video game field entered as part of multifaceted IP development
  - 2004 Pachinko/pachislot machine simulator software launched, following investment in D3 Publisher Inc.
  - 2009 D3 Inc. shares sold to NAMCO BANDAI Games Inc.; Relationship with NAMCO BANDAI Games strengthened
- 2005 The movie field entered to acquire IP and promote multifaceted IP development
  - 2005 Planning and production of many movies for the theater began, following investment in Kadokawa Haruki Corporation
  - 2008 Investment in SPO Inc. (management company of movie theaters)
- 2006 The cabled and mobile online services field entered for the acquisition, creation and multifaceted development of IP
  - 2006 The mobile site Fields Mobile developed, following investment in FutureScope Corporation
  - 2010 IP Bros. Incorporated jointly established with NHN Japan Corporation; Pachinko/pachislot-related site Nanapachi developed
  - 2015 IP Bros. Inc. absorbed into FutureScope Corp.  
Smartphone app *ANIMAL x MONSTER* distributed  
Smartphone app the *TOWER of PRINCESS* distributed  
Smartphone app the *SOUL of SEVENS* distributed
- 2007 The animation field entered to acquire and cultivate IP
  - 2007 Lucent Pictures Entertainment, Inc., starts up, movie animation *BERSERK THE GOLDEN AGE ARC* trilogy planning and production commences

## Entertainment &amp; Pachinko/Pachislot History

● Entertainment ● Pachinko/Pachislot

- 2004 Social networking service *Facebook* started
- 2004 Pachinko/pachislot machine regulations revised  
Pachinko machine regulations relaxed  
Regulations to restrict the gambling aspect of pachislot machines further strengthened  
*CR Neon Genesis Evangelion*, pachinko machine based on new regulations, launched  
Major machine manufacturers release a host of machines featuring IP
- 2006 Information service *Twitter* started  
*1seg* mobile digital terrestrial broadcasting launched
- 2006 Number of pachislot machines installed tops a record-high two million
- 2007 *Kindle* e-reader equipped with communication functions launched
- 2007 Pachislot machines transition smoothly to machines compatible with new regulations

From 2008

## Eyeing the Continuous Acquisition, Creation and Cultivation of IP

From our beginnings as an independent distributor of pachinko/pachislot machines, we have now achieved substantial growth in the Pachinko/Pachislot field driven by IP.

Along the way, we have brought companies with high-quality IP rights like Tsuburaya Productions Co., Ltd. under our umbrella, and sought out higher-added value for our IP by building a more robust network of prominent companies and talented partners in every field. In parallel, the Fields Group has also welcomed companies skilled in comics, animation, visual and other specialized field.

During this time, the exhaustion of characters and other high-quality IP in the pachinko/pachislot industry worsened. In light of the situation, we opted to make a strategic shift to a collective of business models centered on the continuous acquisition, creation and cultivation of IP.

## Fields Transitions

- 2008 The video development field entered to enhance the entertainment offered by pachinko and pachislot
  - 2008 Shin-Nichi Technology Co., Ltd. established
  - 2009 F Corporation (currently B000M Corporation) established
  - 2011 MICROCABIN CORP. made a subsidiary  
NEX ENTERTAINMENT CO., LTD. made a subsidiary
  - 2013 Established F Corporation (now XAAX Inc.)

The digital comics fields entered as part of multifaceted IP development efforts

  - 2008 Digital comics distribution began, following investment in Bbmf Magazine, Inc.
  - 2012 Purchased shares in Bbmf Magazine, Inc.
- 2010 The comics field entered to create IP.
  - 2010 Publishing company HERO'S Inc. jointly established with Shogakukan Creative Inc.
  - 2011 Publishing of *HERO'S Monthly* magazine began
  - 2012 *HERO'S Comics* launched

Tsuburaya Productions Co., Ltd., owner of the *Ultraman* series and other high-quality IP, made a subsidiary

The movie production field entered to acquire and cultivate IP

  - 2010 Digital Frontier Inc. made a subsidiary; Provision of high-quality video technology began
  - 2011 Made Digital Frontier (Taiwan), Inc. and Fly Studio SDN. BHD. (Malaysia) subsidiaries of Digital Frontier to expand our video technology line overseas
- 2012 Announced "Developing Business Model" aimed at maximizing value centered on IP of characters and other

## Entertainment &amp; Pachinko/Pachislot History

● Entertainment ● Pachinko/Pachislot

- 2008 *iPhone 3G* launched in Japan
- 2008 Pachinko/pachislot halls operating at low playing cost expand in response to diversifying needs of fans  
Pachislot machines utilizing high-quality IP revitalize the pachinko/pachislot market  
Pachinko machines linked with other media, including movies, TV, mobile and live theater, launched
- 2010 Box-office earnings in Japan reach record levels due to the rising popularity of 3D in movies  
Conversion of *Mobage* and *GREE* to open platform "Cool Japan Office" established in Ministry of Economy, Trade and Industry Manufacturing Industries Bureau
- 2011 Analog terrestrial broadcasting discontinued and transferred completely to digital terrestrial broadcasting (excluding three prefectures affected by the Great East Japan Earthquake)
- 2012 *iPhone 5* goes on sale, 4G LTE service commences  
Achievement of record-breaking hit by *Pazdra (PUZZLE & DRAGONS)*
- 2012 Shares of major pachinko hall operator listed on the Hong Kong Exchanges and Clearing

From **2013**

Toward the Maximization of IP Value

Since 2012, the spread of smartphones, tablets and other digital devices, along with high-speed internet and devices with greater storage capacity have enabled the casual enjoyment of comics, visual and games without dependence on a specific platform, leading to diversification in the way people spend their leisure time.

Also, with the advent of new fixed price services for visual, books, music and other content, we have entered an age in which contents are in demand on a global basis.

In anticipation of these trends, Fields has promoted the cross-media development of IP through the acquisition, creation and cultivation of IP focused on the Japanese and global markets.

In an effort to plan, develop and provide products and services providing people of the world with personal fulfillment, Fields will continue striving toward the realization of its corporate philosophy "The Greatest Leisure for All People."

## Fields Transitions

- **2013** Strengthened cross-media development to realize enhanced value
  - **2012** Collaborated with SOTSU CO., LTD and Toho Co., Ltd. to launch cross-media development of *MAJESTIC PRINCE*
  - **2015** Collaborative development of various projects and brands through conceptual licensing of *A MAN of ULTRA*
  - **2016** Awarded Japan Brand and Licensing Grand Prize for *A MAN of ULTRA* at Character & Brand of the Year 2016
- **2014** Accelerated global development of IP
  - **2014** Created animation version of *APPLESEED ALPHA* in conjunction with Sony Pictures Entertainment (U.S.) released in the United States and Japan
  - **2015** Global distribution of *NINJA SLAYER FROM ANIMATION*
  - **2015** Global distribution of *Ultraman X* via Crunchy Roll, Tencent and other SVOD services
  - **2016** Began distribution of e-books *HERO'S* works through collaboration with China Mobile and Kidstone in China
  - **2016** Global distribution of animation program *ACTIVERAID: Special Public Security Fifth Division Third Mobile Assault Eighth Unit*
  - **2016** Global distribution of *Ultraman ORB* via Crunchy Roll, Tencent and other SVOD services

## Entertainment & Pachinko/Pachislot History

● Entertainment ● Pachinko/Pachislot

- **2013** Tokyo is selected as host city for the 2020 Olympic and Paralympic Games
- **2014** Implementation of voluntary regulations by industry bodies for both pachinko/pachislot machines
- **2015** Scale of market for theme parks and amusement parks grows to largest ever  
Netflix Japan video streaming service commences operations  
Amazon Prime video streaming services commence operations
- **2016** National Police Agency announces list of machines to be recalled related to the pachinko/pachislot nail problem and demands for removal within the current year