

To all parties concerned:

TSUBURAYA FIELDS HOLDINGS INC.

Notice of Decision on Launch Date of ULTRAMAN CARD GAME
-On Friday, October 25, 2024, simultaneously launched in 15 countries and regions worldwide-



Tsuburaya Productions Co., Ltd. (hereinafter, “TPC”), which is the core of our group’s content and digital business, will launch “ULTRAMAN CARD GAME,” a player versus player (PvP) battle card game, on Friday, October 25, 2024, in anticipation of a full-scale entry into the globally expanding trading card game (“TCG”) field, and has already begun receiving orders.

This merchandise is available in 4 languages (English, Japanese, and both traditional and simplified Chinese) and is scheduled to be launched simultaneously in 15 countries and regions worldwide. This is the first time* for a debut product of a TCG to be launched on this scale and to support this number of languages.

At the time of launch, we will actively conduct various promotional activities around the world, including game experience events. We will also actively provide services using digital media, such as “Ultraman Digital Card Collection,” a smartphone app that collects cards digitally.

<Reference>

Official website of “ULTRAMAN CARD GAME”

URL: <https://ultraman-cardgame.com/>

<Merchandise profile>

Official name: ULTRAMAN CARD GAME

Launch date: Friday, October 25, 2024

Sales target: Japan, China, Korea, Taiwan, Hong Kong, Singapore, Malaysia, Indonesia, Vietnam, Philippines, Thailand, Australia, the United States, Canada, Mexico

Launch location: Planning for mass retailers, toy stores, trading card specialty stores, etc. in each country

*As of July 2024 (internal survey)