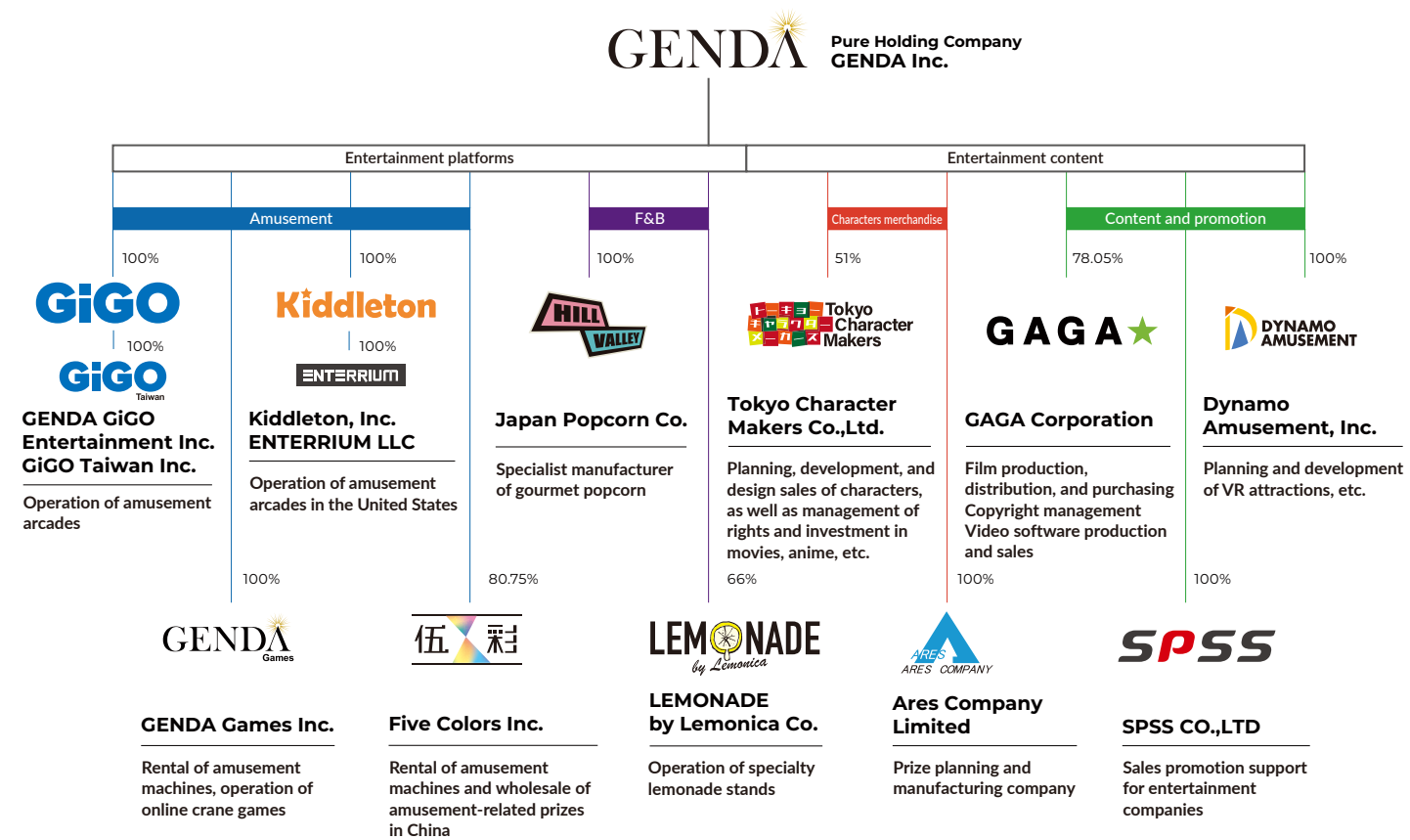


## Group companies



(as of December 31, 2023)

**GENDA GiGO Entertainment Inc.**

17<sup>th</sup> floor, Tokyo Shiodome Building, 1-9-1 Higashi-Shimbashi, Minato-ku, Tokyo, 105-7317, TEL: +81 3-6460-8581, URL: <https://www.gendagigo.jp>

The logo for GIGO, featuring the word "GIGO" in a bold, blue, sans-serif font.

## CORPORATE PROFILE

## Brand Story

# Get into the Gaming Oasis!

Welcome to a place where you can escape reality.

A place where you can immerse yourself in the most enjoyable experiences that stimulate all your senses.

Day or night. With friends or by yourself. This is your destination to truly let go, be free and make dreams come true.

Feel the adrenaline boost. Let your imagination run wild.  
Laugh with all your heart. See the world with new eyes.

Get into the gaming oasis.

## Corporate Philosophy

### Mission

Making life more fun for people around the world

### Vision

A Fun Spots creation company

We continuously provide the most fun time and space in the world

### Value

Experience pure, passionate fun!

**GENDA GiGO Entertainment is a company  
that creates and provides Fun Spots,  
which offer the most fun time and space in the world.**

We use the term Fun Spots (tanoshi-ba in Japanese) to refer to places filled with experiences that make people say, "That was so fun. I want to come again."

We create and provide Fun Spots through a wide variety of entertainment centered on our amusement business, including the operation of indoor playgrounds and online crane games, as well as product development.

In an age when people don't have to leave home much, each of us at GENDA GiGO Entertainment works with sincerity and passion to create value that makes people glad they visited our facilities. We want to spread excitement and smiles to you and everyone else.

GENDA GiGO Entertainment will continue to create and provide the Fun Spots of tomorrow in order to realize our mission of "Making life more fun for people around the world."

# History

We aim for further growth by leveraging our accumulated expertise to make life more fun for people around the world.



**2005.4**  
Merger of SEGA Amusement Co., Ltd. into SEGA Corporation

**2004.4**  
Establishment of SEGA Be Re-inc co. Ltd.  
Transfer of operation of darts bars ("Bee," "BeeRUSH," "KABURA")

**2012.10**  
SEGA's Amusement Center Division merged into SEGA Be Re-inc co. Ltd., and company name changed to SEGA Entertainment, Inc.

**2015.4**  
SEGA Entertainment, Inc. became a subsidiary of SEGA Holdings Co., Ltd. as a result of group reorganization

**2016.3**  
Absorption-type company split and transfer to Be Re-inc co. Ltd. of planning and operation of dining and entertainment facilities, planning of restaurant facilities, and sales of darts accessories, etc.

**2013.3**  
The industry's first Ponta point service launched at amusement arcades

**2016.2**  
Start of introduction of payments via transportation e-money

**2017.10**  
Start of service of online crane games (now GiGO ONLINE CRANE)



**2018.5**  
Head office moved from Higashi-Shinagawa, Shinagawa-ku to Omori, Ota-ku

**2020.12**  
GENDA Inc acquired 85.1% of shares of SEGA Entertainment Inc. from SEGA Corporation.  
Company name changed to GENDA SEGA Entertainment Inc.

**2021.9**  
Closing of SEGA Ikebukuro GiGO

**2022.1**  
GENDA Inc shareholding ratio became 100%.  
Company name changed to GENDA GiGO Entertainment Inc.  
Decision to change the name of all locations to GiGO

**2021.12**  
Start of operation of three amusement arcades in Taiwan

**2022.3**  
Opening of GiGO Ikebukuro Building 1, the first location under the new brand



**2022.5**  
Merger with TAKARAJIMA Co.,Ltd.

**2022.9**  
Execution of absorption-type company split agreement with Avice  
Business transfer with SUGAI DINOS, Inc.

**2022.12**  
Launched GiGO App, the official app for GiGO Group locations

**2023.5**  
Over 200 GiGO locations opened in Japan and overseas

**2023.1**  
First overseas GiGO location  
Opened GiGO LaLaport Taichung



**2023.9**  
Opened the GiGO Sohonten flagship location on Sunshine 60 Street in Ikebukuro



**2023.11** **GiGO** Taiwan  
Changed company name of the overseas subsidiary to GiGO Taiwan Inc.

**2023.12**  
Business succession of amusement center operation business from YK corporation Co.,Ltd

**2023.10**  
Acquired fixed assets from Amuzu Rebranded Sapporo MAXIM HERO to GiGO

## Topics 1

### M&A of Takarajima, Avice, and Sugai Dinos

The GiGO Group acquired the amusement arcades operated by TAKARAJIMA Co.,Ltd. in May 2022, and those of Avice and Sugai Dinos Inc. in September of the same year. By mutually sharing the know-how that the companies have cultivated, we will provide amusement arcades that are more fun than ever before to more areas.

## Topics 2

### First overseas GiGO location Opening of GiGO LaLaport Taichung

In January 2023, our overseas subsidiary GSE Taiwan Inc. opened GiGO LaLaport Taichung on the third floor of the south building of Mitsui Shopping Park LaLaport TAICHUNG. GiGO's first overseas location was created in Taiwan.

## Topics 3

### Opening of the GiGO Sohonten flagship location

In September 2023, we opened GiGO Sohonten, the flagship location for GiGO around the world extending over four floors (one basement floor and three floors above ground) and an area of 947 *tsubo* (about 3,130 m<sup>2</sup>). With the concept of "a stage where anyone can become the main character," this is an entertainment facility where anyone can enjoy their time as if they were the main character, and introduces the fun of game arcades from Japan to the rest of the world.

## Topics 4

### Business succession of YK corporation Co.,Ltd

In November 2023, we took over the amusement center operation business of YK corporation Co.,Ltd. With the addition of six "Super Nova" amusement arcades, our number of locations in the Tohoku area will expand significantly, further accelerating the strengthening of our network of locations. In addition, sales growth is expected through the sharing of knowledge regarding prize lineups and digital transformation.



# B Business

We are developing a variety of businesses that can be enjoyed by everyone from children to adults in order to make people smile through entertainment outside the home.



## Amusement center business

GiGO Group (GiGO / TAKARAJIMA / Dinos Park / SUPER NOVA, etc.)



We believe that the value of new game arcades is to satisfy people's desire for places outside their homes as well as continuous evolution. We offer a wide variety of game machines that can be enjoyed by customers of all ages, centered on popular crane games, music games, and machines that print photo stickers. We also aim to develop locations that are suitable for their area and target customers, design locations with safety and security in mind, and create places filled with smiling customers.

## GORON!



Our original capsule toy stores. With an extensive lineup ranging from standard popular characters to unique goods, these stores offer the fun of finding your favorite items and the experience of encountering the unknown. The shop name and logo design express the exciting moment when you turn the machine dial and a capsule comes out with a thud (goron in Japanese).

## SEPURISH



Based on the concept of "the place that girls want to go to most," SEPURISH locations offer a wide range of content to fully enjoy the latest photo sticker machines. You can enjoy taking photos with photogenic dressers, colorful photo sets, and more. At the Shin-Okubo location, you can also rent super-popular Korean uniforms for your outing.



## Kids Market



The target game machines at Kids Market issue tickets with points when you play them. The "shopping experience" of exchanging tickets for candy and toys is also a learning experience for young children. Kids Market locations are being sequentially expanded mainly at facilities in shopping centers, and can be enjoyed by kids and their families.



## RETRO:G



Based on the concept of "a place where you can experience the passion and games of the heyday of arcade games," RETRO:G locations offer a time and space where you can freely experience the appeals of the arcade game heyday of the 1980s through 2000s. With a large selection of game machines that can only be played here, RETRO:G is attracting attention from gamers not only in Japan but also from overseas.



## GiGO Bowl



These bowling alleys can be enjoyed by everyone, including beginners, small children, and adults. They are great spots to be enjoyed solo or for fun with friends and family. Reservations can be made easily via PC or smartphone, and members-only tournaments and original merch are also available.







## Indoor playground business

### FUN VILLAGE



Our indoor play parks for families let kids play in settings inspired by popular entertainment content, such as popular characters, toy brands, and local mascots that are very well-known.

#### ■ Fun Village with Tomica, Plarail, and Licca-chan

This location offers fun for both boys and girls, featuring rides with Tomica and Plarail themes as well as a family house where visitors can play as Licca-chan.

#### ■ Fun Village with NHK Characters

This location features an infant's area incorporating the setting of the NHK Educational TV program "Inai Inai Baa!" (Peek-a-Boo!) plus three-dimensional play equipment themed with characters from "Okaasan to Issho" (With Mother) and "Miitsuketa!" (Found It!). The open area also features popular songs and fun videos from the TV shows.

### Little Planet



As a licensed partner, we operate franchise locations of the "Little Planet" next-generation theme park managed by Litpla Inc. Based on the concept of "technology x play," these theme parks offer attractions that make full use of the latest digital technology and interactive play equipment that changes images when touched, allowing children to learn through play. The theme parks raise children's spirit of inquiry and creativity through a variety of experiences.



## Online businesses

### GiGO ONLINE CRANE

This is an online crane game service that enables playing crane games via the smartphone app or your PC browser, rather than just in stores. As long as you have an Internet connection, you can play anytime you want, 24 hours a day. You can aim for a wide range of prizes, including figurines from popular anime, expensive prizes, and sweets. The prizes you win will be delivered to your home.

### GiGO MALL

This is an online shopping site that sells anime and game character merchandise, including advance sales of limited-edition items sold at GiGO COLLABO CAFE. This enables online purchases of limited-edition items by customers who do not have a physical GiGO COLLABO CAFE or CAFE STAND location nearby. We are aiming to expand the product lineup in the future.



## Cafe food business

### GiGO's taiyaki



With the cooperation of Kuriko Co., Ltd., we sell delicious taiyaki (fish-shaped pancakes filled with sweet bean jam or other flavors) that bring smiles to the faces of children and adults alike. The limited-edition collaboration taiyaki featuring characters from games and anime are manufactured by making a special mold each time, and have become popular as taiyaki that are both rare and delicious.



### GiGO COLLABO CAFE

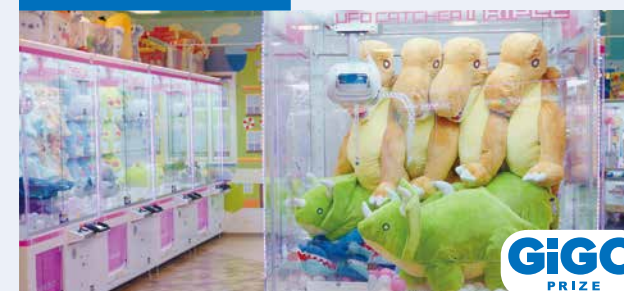


We do collaborations with popular anime, games, and artists, offering original food and drink menus inspired by the characters and selling original merch. GiGO COLLABO CAFE is a place where fans can immerse themselves in the world of the featured works and enjoy interacting with other fans. We are also developing GiGO COLLABO CAFE STAND, a counter-style shop jointly established at amusement arcades.



## Products business

### GiGO PRIZE



We have launched a new brand of crane game prizes and are planning and manufacturing high-quality original prizes. We are quick to identify customer needs and trends through the operation of amusement arcades, and are developing prizes featuring characters from anime, comic books, games, and other content, as well as special prizes that are not constrained by the industry's boundaries.



### Creators' Crane



In collaboration with pixiv Inc., we develop prizes featuring the works of illustrators, cartoonists, and other creators who are active in a variety of fields. We will continue to support the activities of creators and create appealing products by utilizing game arcades as a point of contact between creators and users.



## Merch sales business for female fans of singers, actors, etc.

### fanfancy+ with GiGO



fanfancy+  
with GiGO

This specialty shop and café is for "oshikatsu joshi" (female fans of singers, actors, etc.). In collaboration with Fukuya Co., Ltd., we sell cute items featuring anime and mascot characters, merch items exclusively available at the locations, and original drinks with attached novelty items. We aim to create locations that can be enjoyed by female fans of a wide range of genres such as anime, idols, actors, and voice actors. There are currently two locations: on the 7th floor of GiGO Ikebukuro Building 3 and on Takeshita-dori Street in Harajuku.





In addition to the operation of amusement arcades and online businesses, we are involved in a variety of entertainment-related endeavors.



### GiGO app

This discount membership app offers numerous benefits such as "service coupons" that can be used at the over 250 GiGO group locations throughout Japan and benefits corresponding to payment at eligible locations. Launched for service in July 2019, the app has been downloaded cumulatively over 640,000 times (as of November 2023).



©PS ©PSG ©PSGX ©PSAXZ ©PSXV ©BUSHI ©KINGPAWN

### Akib@ko

This rental space for events and functions is located on the 5th floor of GiGO Akihabara Building 5, a three-minute walk from JR Akihabara Station. Equipped with a drink counter, stage, large monitor, and audio equipment, it can be used for anime and voice actor events, screenings, mini live performances, and live broadcasts, as well as product sales events.



### Workshops

We plan and hold workshops that fully utilize digital technology, such as experiences with programming which has become a required subject of the elementary school curriculum, creating digital songs, and working on electronics. Our experienced staff, who are accustomed to working with children, guide children when they are learning and participating in hands-on experiences, and help children and their guardians have fun together.



### Machi no Coin

Machi no Coin, a community currency (electronic local currency) service developed by KAYAC Inc., was introduced in the Akihabara and Ikebukuro areas to connect the community through happy experiences of people, areas, and the Earth. It is contributing to the revitalization of the local community.

<https://coin.machino.co/>



### BEMANI PRO LEAGUE

This novel entertainment combining esports and music is organized by KONAMI. Professional players join a team and aim to win the team championship in the league series. GiGO has been participating as a team owner since Season 2.



### Creators Arcade

This is an original arcade machine that can be equipped with games made by creators. The Springin' app developed by SHIKUMI DESIGN Inc. was used to solicit entries, and the machines are now installed at some GiGO locations. It is also planned to install the machines in educational settings and for community revitalization in the future.

## Company overview

Company name: GENDA GiGO Entertainment Inc.

Address: 17<sup>th</sup> floor, Tokyo Shiodome Building, 1-9-1 Higashi-Shimbashi, Minato-ku, Tokyo

Establishment: April 1, 2004

Capital: 50 million yen

Chairman of the Board of Directors: Satoshi Ueno

Representative Director and President: Kazuhiro Ninomiya

Business description: Planning and operation of amusement arcades, planning and operation of restaurant facilities, and rental of play equipment

Corporate group: GENDA Group

Fiscal year: Ends January 31 of each year

Number of stores: 265 locations (as of December 31, 2023)

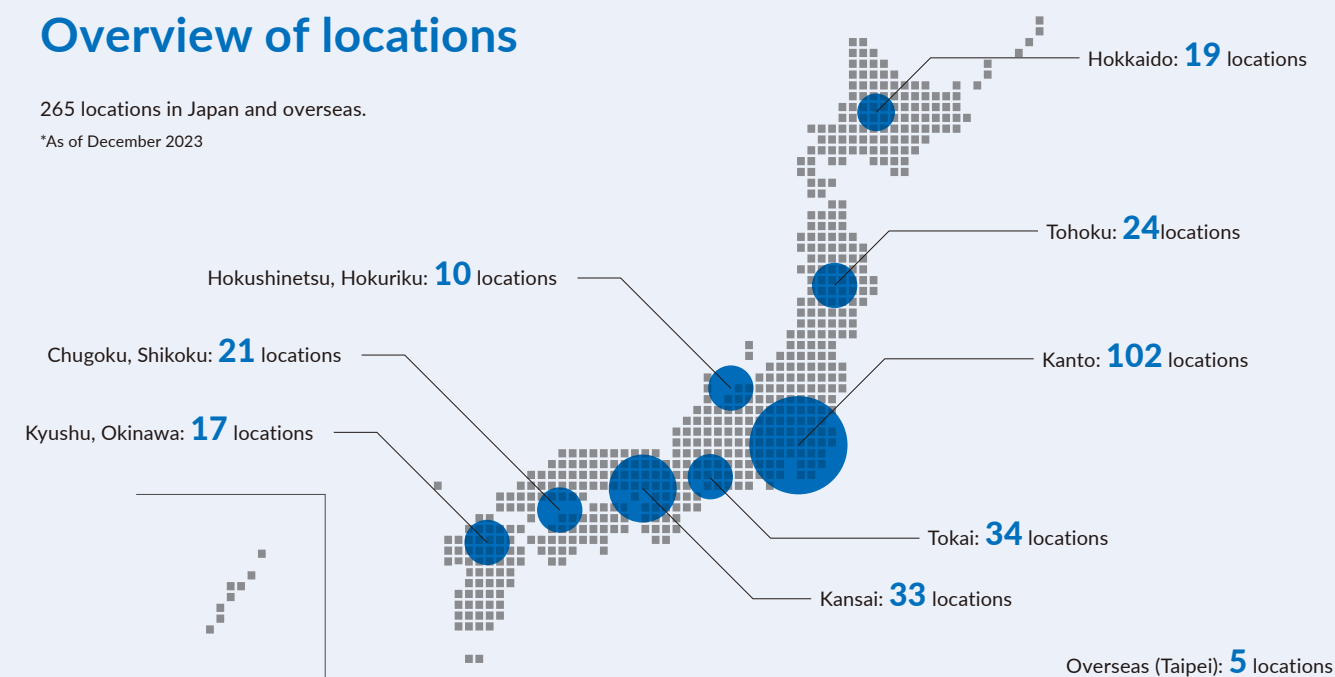
Sales: 42.835 billion yen (as of January 2023)



## Overview of locations

265 locations in Japan and overseas.

\*As of December 2023



## Characteristics of GiGO's amusement arcades



### City locations

These locations are in front of train stations and in shopping areas of major cities. They offer convenient access from stations, and a variety of entertainment options such as the latest games and collaborative cafes.



### Shopping center locations

These locations are in large commercial facilities. They offer a wide variety of game genres for everyone from small children to adults to enjoy.



### Roadside locations

These locations are along major highways throughout Japan. They are easily accessible by car and are equipped with parking lots. It is easy for families to visit these locations.