



BUSHIROAD

FY2024

1Q Financial Results

Briefing Material

Bushiroad Inc.

Securities code: 7803

November 14, 2023

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FY2024 1Q Financial Results Summary

Consolidated Income Statement Summary

Quarter (Unit: ¥mn)	FY24 1Q (①)	FY23 1Q (②)	+ / - amount ① - ②
Net sales	11,584	12,340	▲755
Gross profit	4,108	4,086	+22
SG&A expenses	3,487	3,219	+268
Advertising expenses +Promotion expenses	1,154	1,247	▲93
R&D expenses	348	189	+159
Operating profit	621	867	▲245
Operating profit rate	5.3 %	7.0 %	▲1.6 Pt
Ordinary profit	770	1,186	▲416
Ordinary profit rate	6.6 %	9.6 %	▲3.0 Pt
Quarterly net profit attributable to owners of parent	299	643	▲343

FY2024 1Q Summary

- **Live Entertainment Unit and Sports Unit performed solidly** as the recovery trend in the number of live event attendance participants continued. On the other hand, the **performance of Digital Contents Unit was weak**. Preceding research and development expenses was also a factor that pushed down profit.
- As for the entire group, both sales and profit were below the year-on-year figure, but **each profit was at a relatively higher level than the forecast**.
- **100 million yen of foreign exchange gains** due to fluctuation in foreign currency exchange rates was posted in non-operating income.

1Q Performance

Development in and after 2Q

TCG Unit

- Each TCG brand performed **steadily**
- Released English version of “Shadowverse: Evolve”
- Established Bushiroad Works for the purpose of creating original IPs

- Rolling out new animation series of “Cardfight!! Vanguard” and details will be announced at the production presentation to be held on December 12, 2023
- Announcing new TCG at the New Year Presentation to be held on January 6, 2024

Digital Contents Unit

- For mobile games, the environment continued to be harsh and performance was **weak**
- Showcased the development of Bushiroad Games at the Tokyo Game Show
- “BanG Dream! It's MyGO!!!!!!,” an animation of BanG Dream!, became a major topic of conversation

- Announcing the future pipeline at the New Year Presentation
- For mobile games, review operating costs and focus on profitability by titles
- Releasing two new console games “Elrentaros Wanderings” and “GINKA” in October 2023

Live Entertainment Unit

- **Solid** performance with the continued recovery trend in the number of live event attendance participants of music live events

- Aiming to acquire new fans centering on “MyGO!!!!!!” and “Ave Mujica,” the new bands of BanG Dream!

MD Unit

- **Steady** performance centering on sales of goods related to BanG Dream! and general merchandise
- Commenced selling under a new deformed figure brand “PalVerse”

- Enhancing product development for expansion of overseas sales

Ad Unit

- **Steady** performance backed by agency business such as event operation and production

- Continuously contributed to expanding the entire group’s business scale

Sports Unit

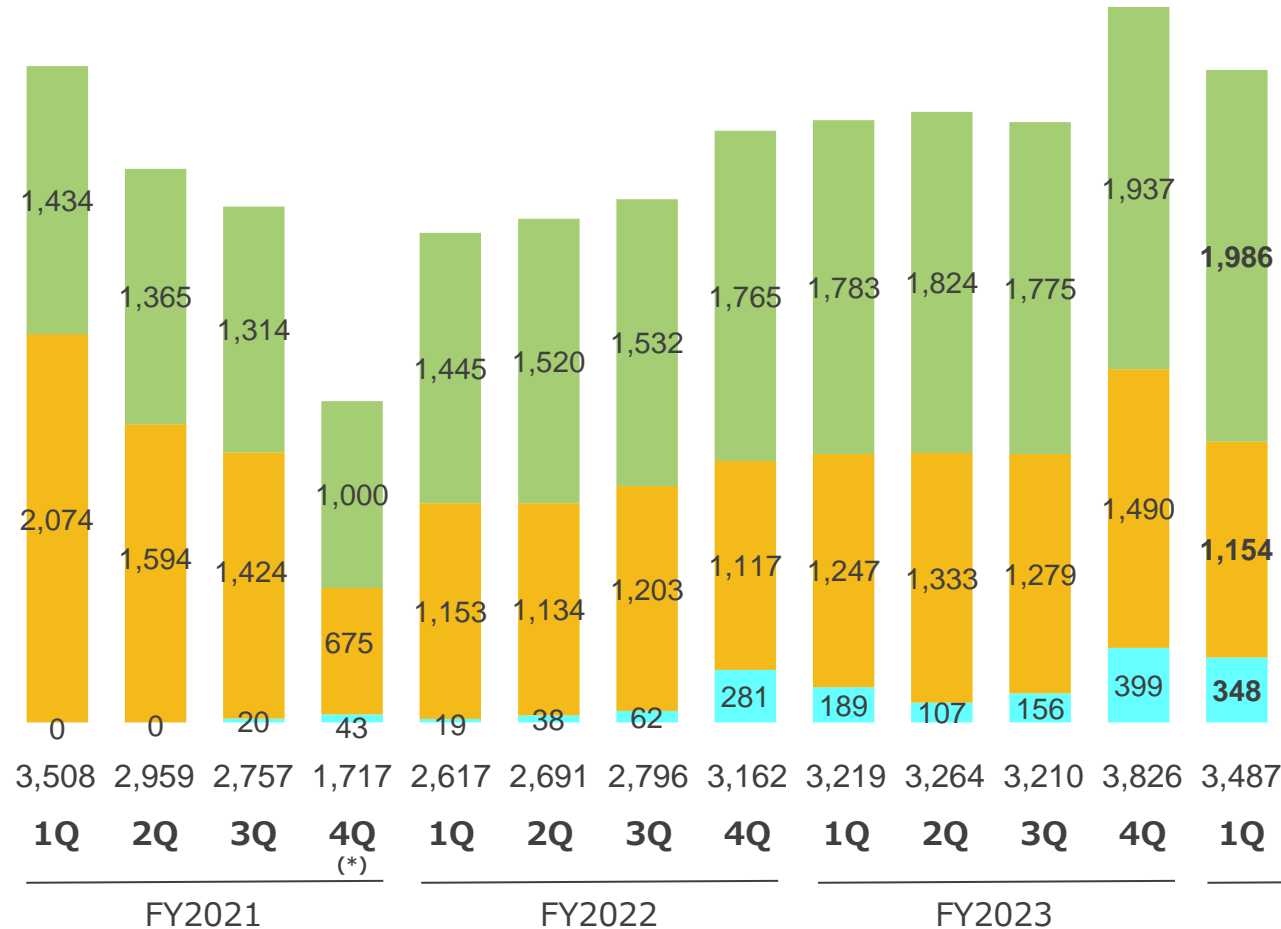
- **Solidly** performed with the continued recovery trend in the number of live event attendance participants of pro-wrestling events
- Released a health food “Roselia Protein Bar”
- Improved profitability with the withdrawal from the fitness club business

- New Japan Pro-Wrestling developing events and advertisements for “WRESTLE KINGDOM”
- STARDOM improving operational structure and enhancing acquisition of overseas fans

Quarterly Consolidated Performance: SG&A Expenses

(million yen)

- Other SG&A expenses
- Advertising expenses + Promotion expenses
- R&D expenses



SG&A expenses	3,487 million yen	YoY +268 million yen
Advertising expenses + Promotion expenses	1,154 million yen	YoY ▲93 million yen
R&D expenses	348 million yen	YoY +159 million yen

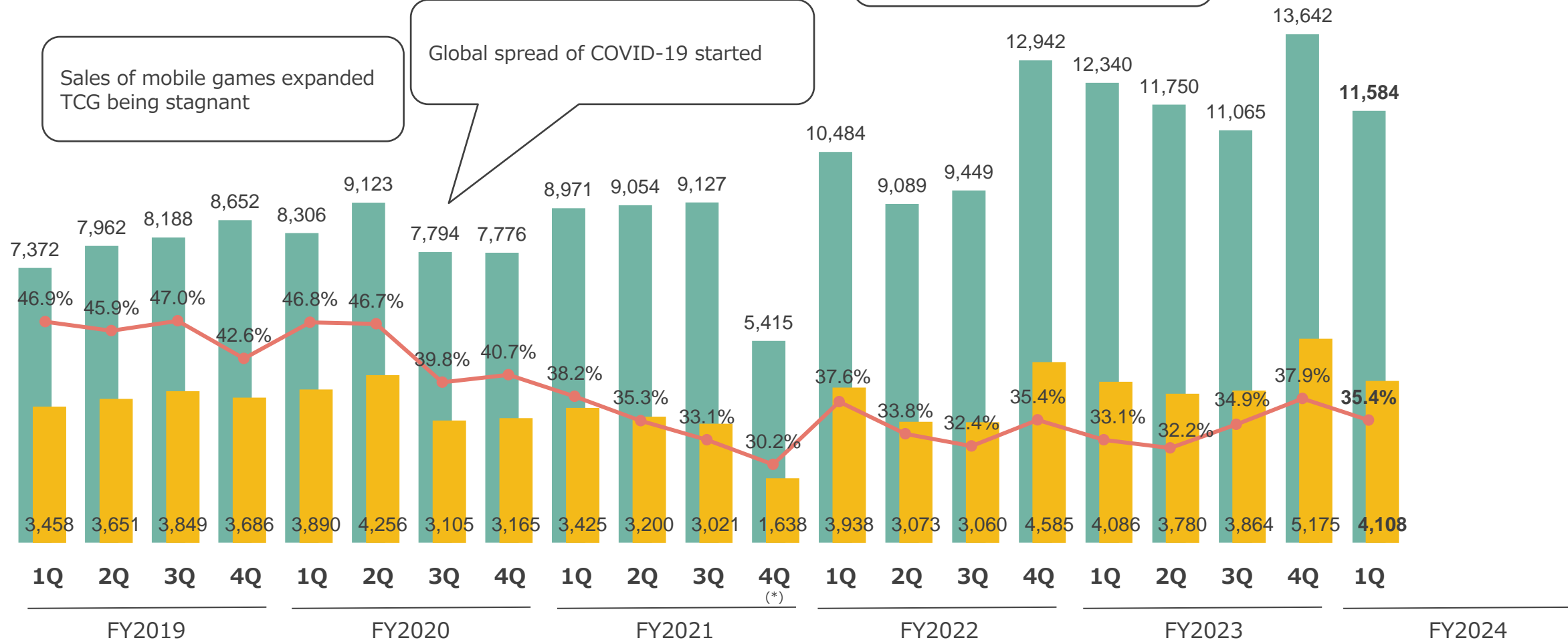
- Focused advertising expenses and promotion expenses on advertising activities related to the broadcasting of the animation “BanG Dream! It’s MyGO!!!!”
- Research and development expenses increased year-on-year as development projects of Digital Contents Unit increased
- Outsourcing expenses and other expenses increased year-on-year as real events were held in Japan and overseas, such as the international exhibition “2023 BUSHIROAD EXPO ASIA” that introduces IPs of Bushiroad Group

*As FY2021 was an irregular accounting period of 11 months, its fourth quarter was two months.

Quarterly Consolidated Performance: Net Sales/Gross Profit/Gross Profit Ratio

(million yen)

- Net Sales
- Gross Profit
- Gross Profit Rate



Sales of mobile games expanded
TCG being stagnant

Global spread of COVID-19 started

TCG market rapidly grew in
Japan and overseas
Mobile games had a difficult time

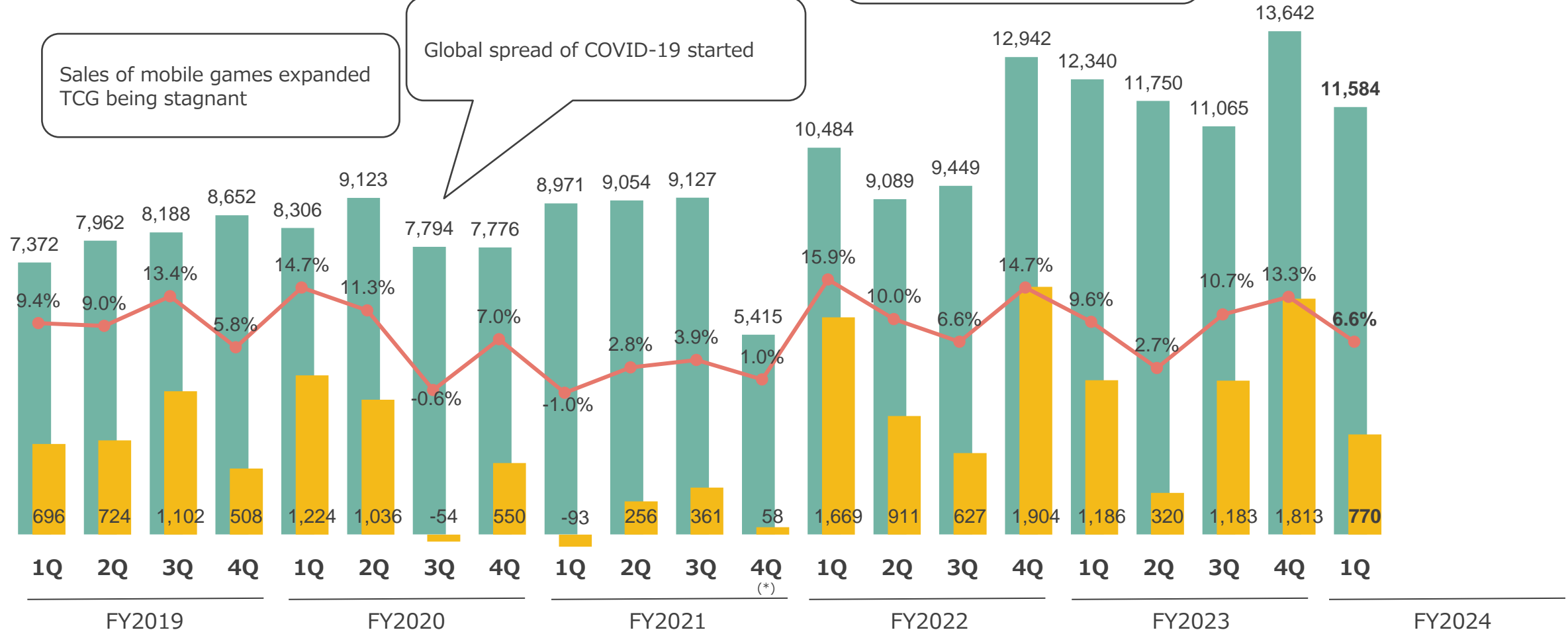
COVID-19 was reclassified to
Class 5 infection in Japan

*As FY2021 was an irregular accounting period of 11 months, its fourth quarter was two months.

Quarterly Consolidated Performance: Net Sales/Ordinary Profit/Ordinary Profit Ratio

(million yen)

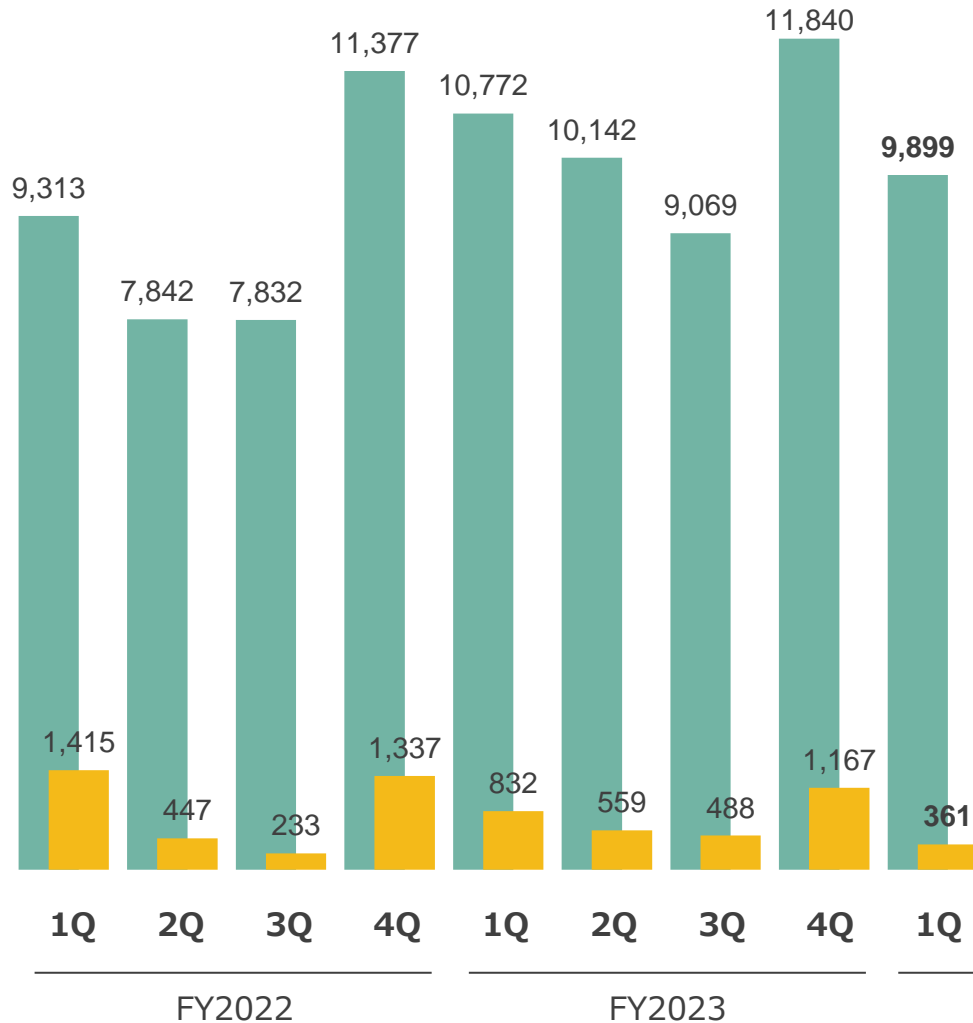
- Net Sales
- Ordinary Profit
- Ordinary Profit Rate



*As FY2021 was an irregular accounting period of 11 months, its fourth quarter was two months.

(million yen)

■ Net Sales
■ Operating Profit



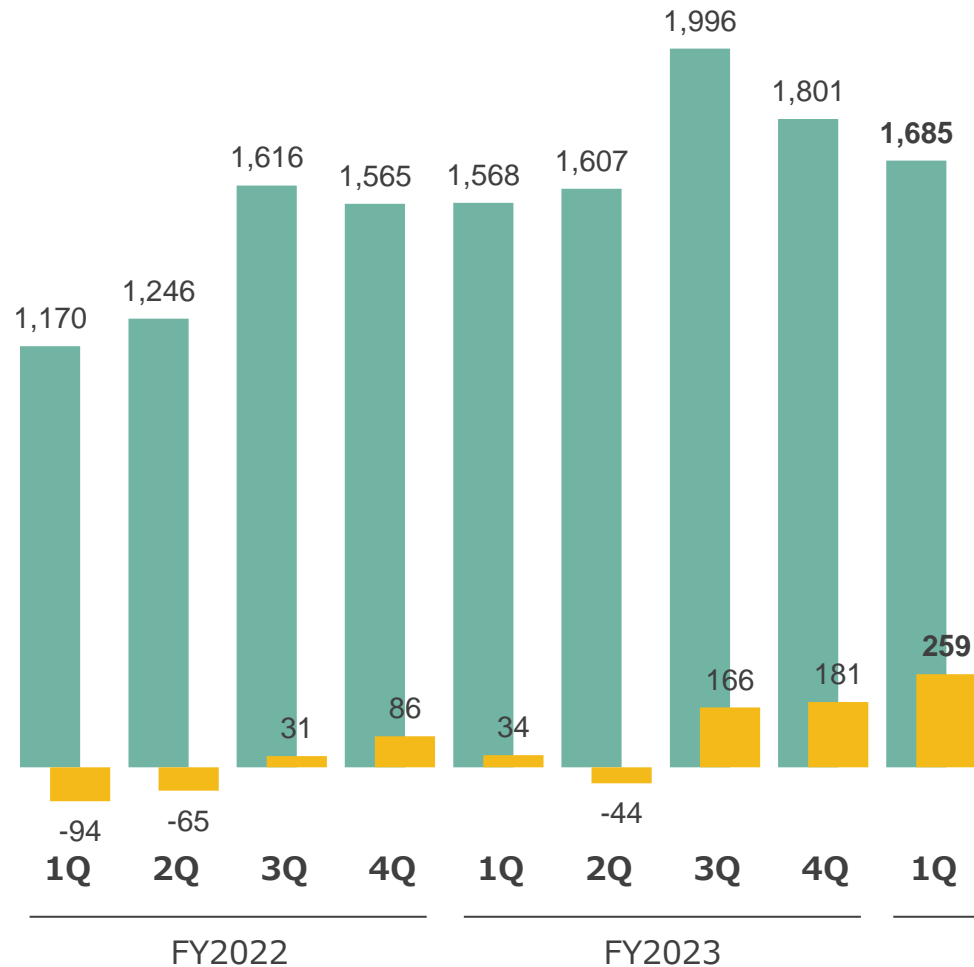
Entertainment Business FY2024 1Q

Net Sales	9,899 million yen	YoY ▲872 million yen
Operating Profit	361 million yen	YoY ▲470 million yen

Live Entertainment Unit performing solidly. TCG Unit, MD Unit, and Ad Unit each performed steadily, but the stagnant Digital Contents Unit became a factor in pushing down the sales and profits, leading to decreased sales and profits year-on-year for the entire Entertainment business.

(million yen)

- Net Sales
- Operating Profit



Sports Business

FY2024 1Q

Net Sales	1,685 million yen	YoY +117 million yen
Operating Profit	259 million yen	YoY +224 million yen

Sales decreased for the business with the withdrawal from the fitness club business, but profitability improved.

In addition, with the continued recovery trend in the number of live event attendance participants of pro-wrestling events, sales and profits increased year-on-year.

Quarterly Net sales by Unit

(million yen) ■ Others

■ Sports Unit

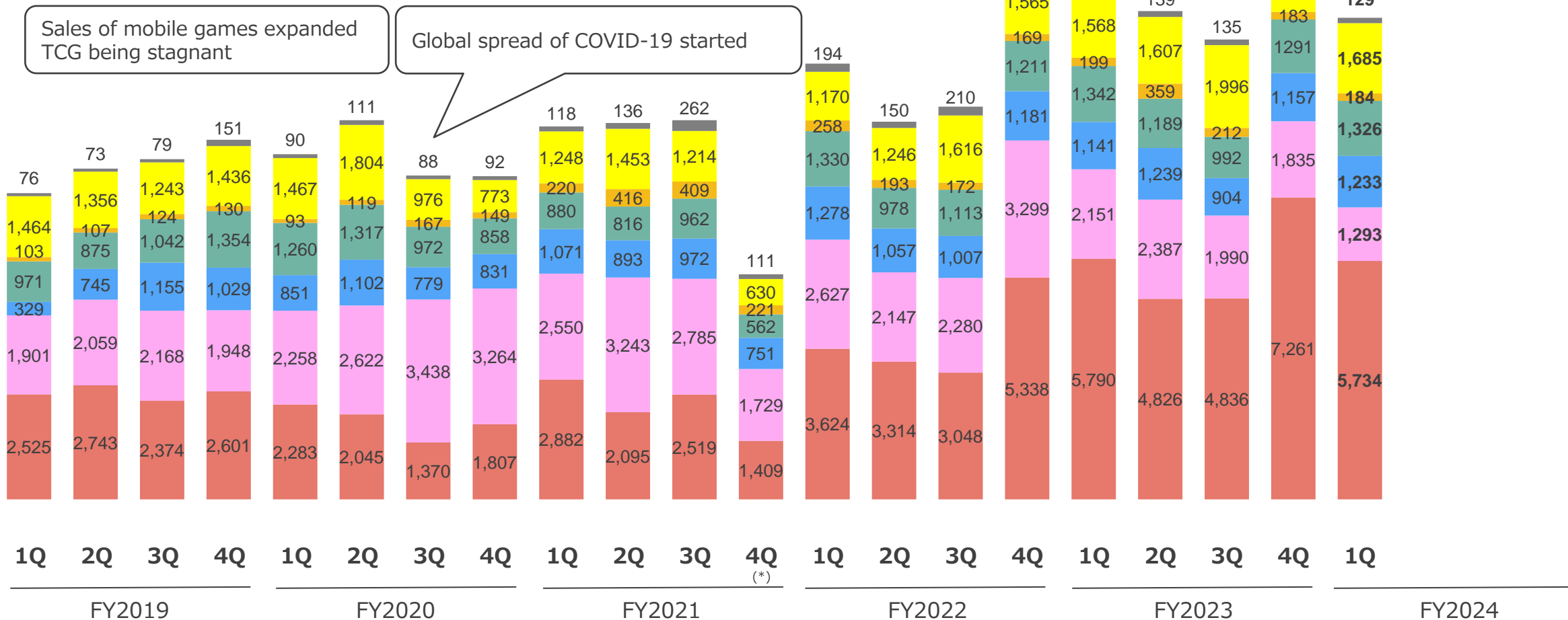
■ Live Entertainment Unit

■ Ad Unit

■ Digital Contents Unit

■ MD Unit

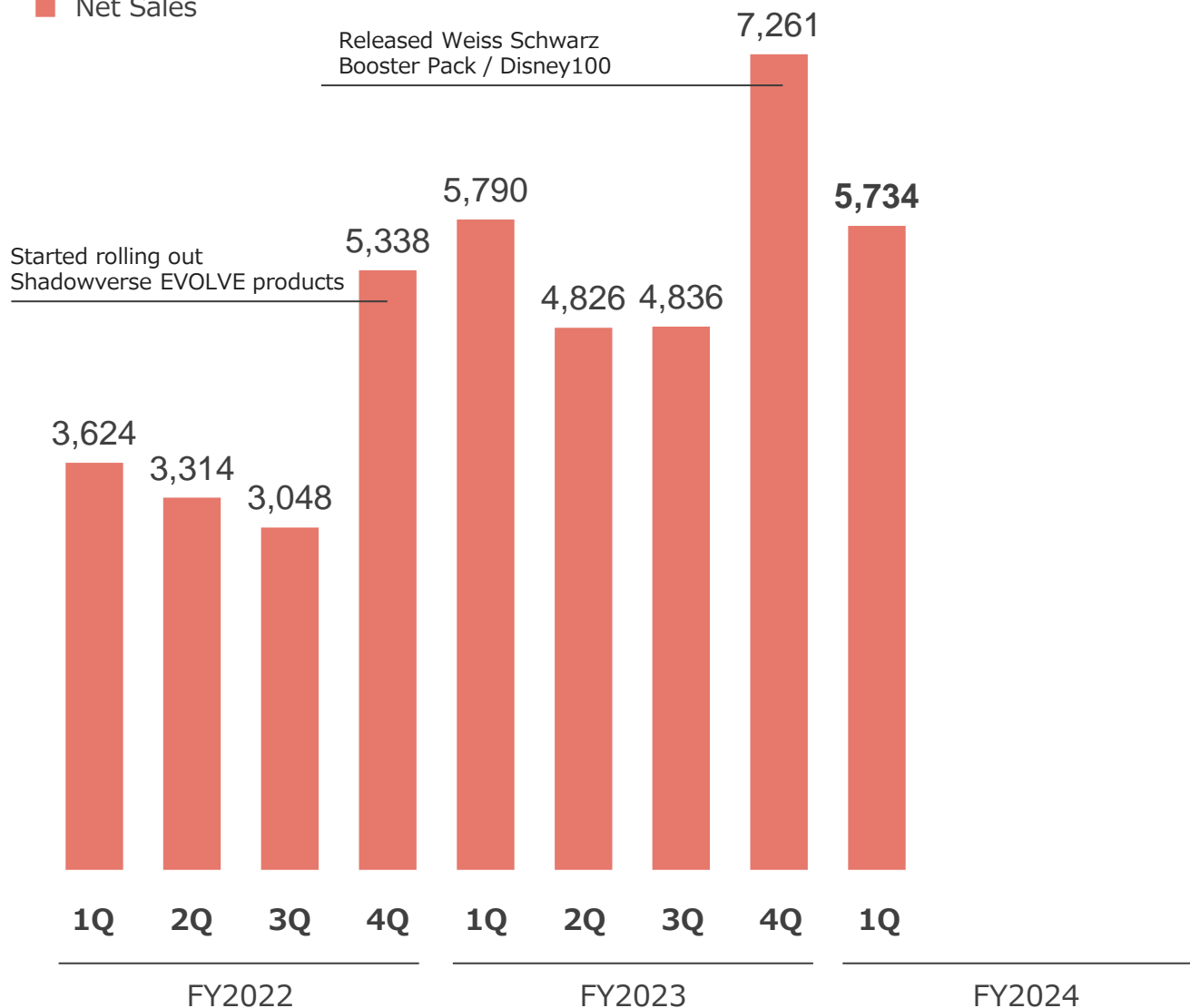
■ TCG Unit



*As FY2021 was an irregular accounting period of 11 months, its fourth quarter was two months.

(million yen)

■ Net Sales



Net Sales **5,734** million yen YoY ▲56 million yen

Each TCG brand performed steadily.

Weiss Schwarz “Dengeki Bunko” gained extreme popularity.

Released card products of “MyGO!!!!!” in line with the TV animation broadcast.

Released English version of “Shadowverse: Evolve”



Released on September 1, 2023
Dengeki Bunko
(Weiss Schwarz)



Released on September 29, 2023
BanG Dream! [MyGO!!!!!]
(Weiss Schwarz)



Weiss Schwarz

We are planning to continuously release a number of card merchandise of very popular titles in a successive manner.



Released on October 20, 2023
Shakugan no Shana



Released on October 27, 2023
Love Live! School idol festival 2
MIRACLE LIVE!



To be released on December 22, 2023
Frieren: Beyond Journey's End



To be released on December 22, 2023
HATSUNE MIKU: COLORFUL STAGE! Vol. 2



Weiss Schwarz Blau

We are proceeding with creating an environment where beginners can easily experience TCG by holding lessons teaching how to play the game in various locations upon release of products and other measures.



Released on October 6, 2023
HYPNOSISMIC -Division Rap Battle-



Released on November 3, 2023
BLUE LOCK



Rebirth for you

We are merchandising popular animations broadcasted in 2023 promptly and releasing them.



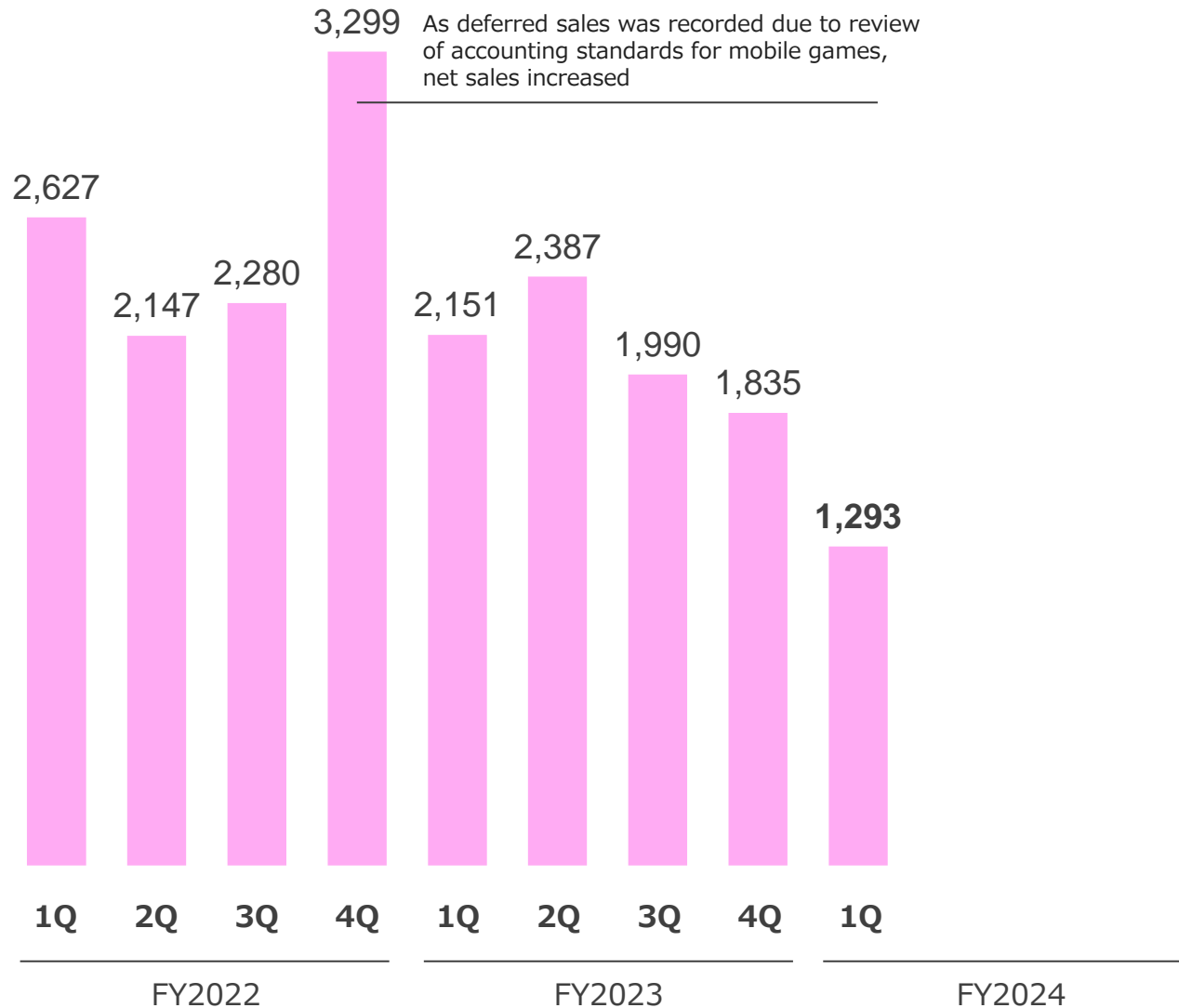
Released on October 13, 2023
KONOSUBA
An Explosion on This Wonderful World!



To be released on November 17, 2023
TV animation
THE IDOLM@STER CINDERELLA GIRLS U149

(million yen)

Net Sales



Net Sales

1,293 million yen YoY ▲857 million yen

For mobile games, the environment continued to be harsh and performed on a weak note.

We have showcased the details and development of BUSHIROAD GAMES to be released hereon at the Tokyo Game Show.

“BanG Dream! It's MyGO!!!!!!,” an animation of BanG Dream!, became a major topic of conversation.





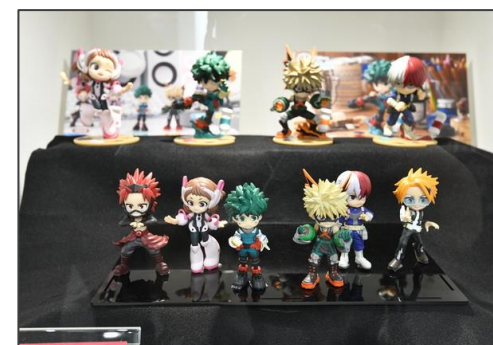
Exhibited at the Tokyo Game Show 2023

Showcased the development of BUSHIROAD GAMES enabled visitors to try out our games

We have exhibited at the “Tokyo Game Show 2023” held in Makuhari Messe from September 21 to September 24, 2023.

At the Bushiroad booth, we have exhibited **GINKA** and enabled visitors to try out our console games such as “Elrentaros Wanderings” and “MACROSS - Shooting Insight-.” We had a large number of visitors every day and expanded recognition of the “BUSHIROAD GAMES” brand.

In addition, it was a **good opportunity for the visitors to experience the wide variety of Bushiroad’s entertainment**, as we conducted exhibitions of TCGs and new product of new deformed figure brand “PaVerse” at the booth and holding strategy presentations of TCG and digital games as well as a live stage of “MyGO!!!!,” the new band of BanG Dream!, at the event stage.





Mobile game “BanG Dream! Girls Band Party!”

For BanG Dream! Girls Band Party!, we have started **implementing songs and characters of MyGO!!!!!** for appeal to customers who got to know MyGO!!!!! and BanG Dream! project through the animation “BanG Dream! It’s MyGO!!!!!”



Mobile game Third Anniversary of D4DJ Groovy Mix



“D4DJ Groovy Mix” celebrates **its third anniversary** on October 25, 2023. To commemorate its third anniversary, we will add special audition gacha and songs and stream special programs.

Mobile game Fifth Anniversary of Revue Starlight Re LIVE



“Revue Starlight Re LIVE” celebrates **its fifth anniversary** on October 21, 2023. To commemorate its fifth anniversary, we will conduct in-game item present campaign and stream special programs.

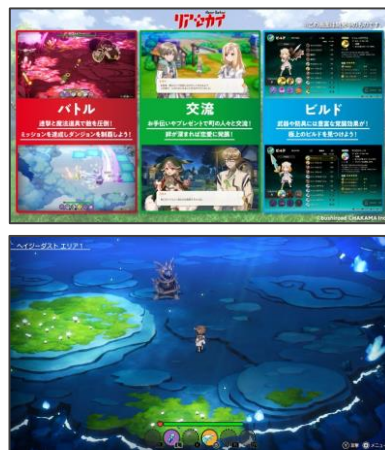


BUSHIROAD GAMES released two brand-new console games

BUSHIROAD GAMES released two brand-new console games in October 2023. We will develop games and conduct promotions to be enjoyed by our customers and accumulate know-how for the creation of IPs by using console games.



Released on October 12, 2023
"Elrentaros Wanderings"
Action RPG



Released on October 26, 2023
"GINKA"
Visual novel

It has received "Very Positive" Steam user reviews. It had English and simplified Chinese subtitles at the time of the release and sales in China are especially strong.

*As of November 14, 2023



Upcoming Console Games



To be released on March 14, 2024

"MACROSS -Shooting Insight-"

- Adapted from MACROSS series
- A scroll shooting game with new sensations



To be released in 2024

"REVUE STARLIGHT ELDORADO"

- Adopted from Revue Starlight
- Visual Novel

Console

Released in FY2024 1Q

No title released

To be released in FY2024 2Q

Elrentaros Wanderings

Released on October 12, 2023

GINKA

Released on October 26, 2023

To be released in and after FY2024 3Q

MACROSS -Shooting Insight-

To be released on March 14, 2024

GOBLYN SLAYER -ANOTHER ADVENTURER NIGHTMARE FEAST-

To be released on February 29, 2024

Gift

To be released in 2024

REVUE STARLIGHT ELDORADO

To be released in 2024

Mushoku Tensei: Jobless Reincarnation Quest of Memories

Release date is yet to be determined

*Only titles that have been announced as of November 14, 2023 are indicated

Under operation

BanG Dream! Girls Band Party!

Released on March 16, 2017

Love Live! School idol festival 2 MIRACLE LIVE!

Released on April 15, 2023

D4DJ Groovy Mix

Released on October 25, 2020

Revue Starlight Re LIVE

Released on October 21, 2018 for Android and on October 28, 2018 for iOS

SENKIZESSHOU SYMPHOGEAR XD UNLIMITED

Released on June 26, 2017

The Prince of Tennis II: RisingBeat

Released on November 28, 2017

New Japan Pro-Wrestling STRONG SPIRITS

Released on February 28, 2022

CRAYON SHINCHAN The Storm Called! FLAMING KASUKABE RUNNER!!

Released on April 25, 2014

CRAYON SHINCHAN The Storm Called! FLAMING KASUKABE RUNNER!! Z

Released on March 26, 2020

Under development

ARGONAVIS -To the stage you've dreamed of-

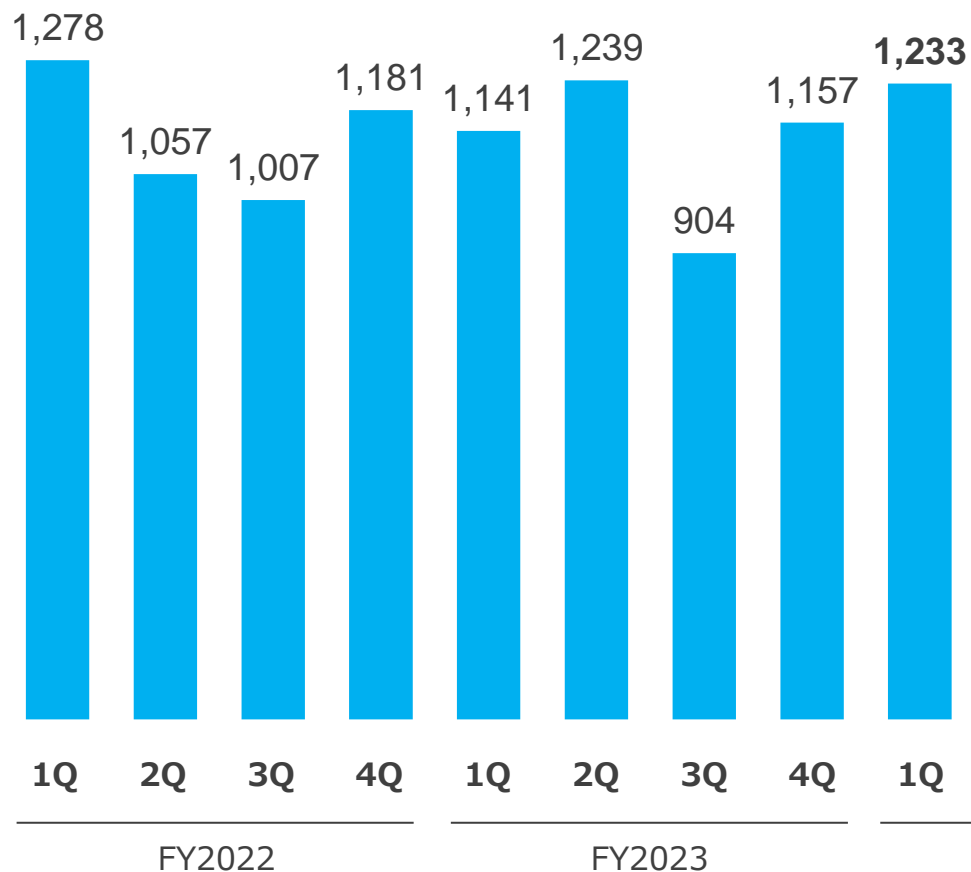
To be released in 2023

*Only titles that have been announced as of November 14, 2023 are indicated

Mobile

(million yen)

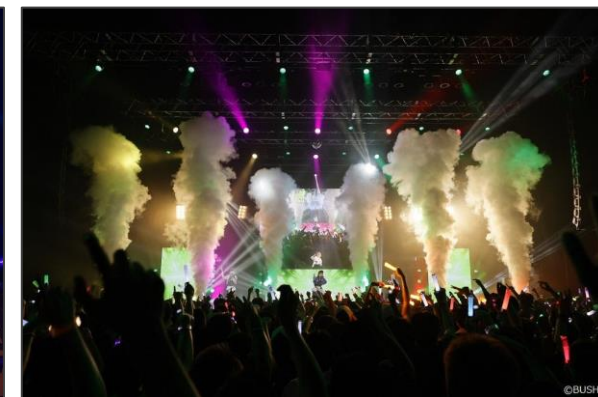
■ Net Sales



Net Sales **1,233** million yen YoY +92 million yen

Hosted many music live events, including BanG Dream!, D4DJ, and from ARGONAVIS.

The number of live attendance participants of music live events remained solid continuing to show a gradual recovery trend.



Live 4DAYS" was held at Tokyo Garden Theater on November 2-5, 2023!



We hosted “Weiss Schwarz 15th Anniversary Commemorative Live” with the appearance of artists associated with Weiss Schwarz on November 2, 2023, **to celebrate Weiss Schwarz’s 15th anniversary.**

It became an opportunity for the audience to, which had gathered across generational lines, and the history of Weiss Schwarz.



DAY1 :
Poppin'Party
“Welcome to Poppin'Land”



MyGO!!!!!
ちいさな瞬間

DAY2:
MyGO!!!!!
“Chiisana Issyun”



BanG Dream! 12th☆LIVE

We hosted “BanG Dream! 12th☆LIVE” from November 3 to 5, 2023.

Having solo live performances by different bands each day (Day 1: Poppin'Party, Day 2: MyGO!!!!!!!, Day 3: RAISE A SUILEN), the event was able to showcase a wide range of music of “BanG Dream!”

REVEAL
RAISE A SUILEN

DAY3 :
RAISE A SUILEN
“REVEAL”





MyGO!!!!!'s 1st Album "MEISEKIHA" released

We released the first full album CD of "MyGO!!!!!," the new band of "BanG Dream!," on November 1, 2023.

The CD has a total of 13 songs, including an animation insert song, "Utaimashou, Narashimashou" by Mr.FanTastiC as well as songs that have marked MyGO!!!!!'s history since the launch in July 2022. It has been favorably received both in Japan and abroad.



Hosting Ave Mujica 1st LIVE "Perdere Omnia" in January 2024



The first live event of the "Ave Mujica," the new band of "BanG Dream!," will be held on January 27, 2024.

Ave Mujica will be the main band in the new TV animation series "BanG Dream! Ave Mujica" currently in production. Please keep an eye on Ave Mujica's future activities.

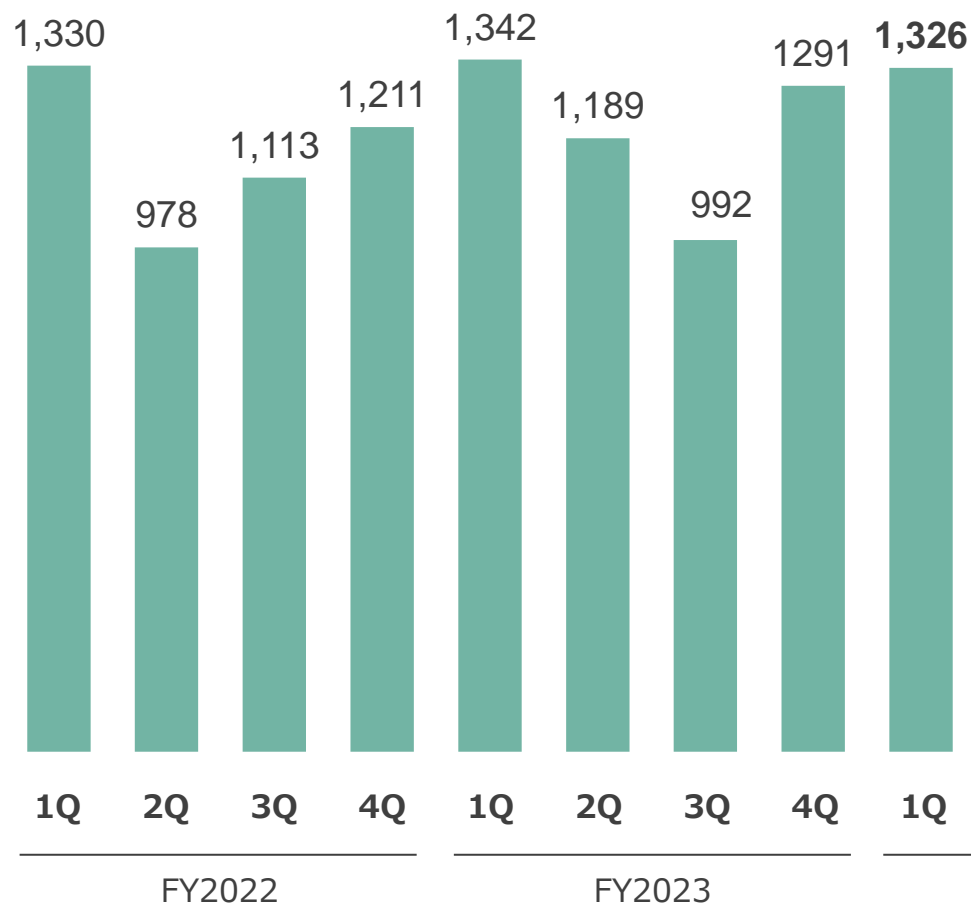
少女歌劇 レビュースタライト Stage reading Revue Starlight -Re LIVE- Reading Theatre Vol. 4 ELDORADO



A stage reading "Revue Starlight -Re LIVE- Reading Theatre Vol. 4 ELDORADO" will be performed on December 16 and 17, 2023. Tsukasa Hiryu, a former Takarazuka Revue actress who has played a male role, will join the stage, and we will create synergy with the console game scheduled for release in 2024.

(million yen)

■ Net Sales



Net Sales **1,326** million yen YoY ▲15 million yen

Despite the ongoing impact of the weak yen and soaring transportation and material costs, sales remained steady centering on sales related to “BanG Dream!,” such as sales of live event goods and hosting of events.

For “PalVerse,” two products were released, and their high-quality designs were well received, bringing about a steady result.

The new product released by board game brand “TERIYAKI GAMES” attracted a great deal of attention, showing the potential for creating IPs based on board games.



Released on September 26, 2023
PalVerse
Love Live! Superstar!!



Released on July 14, 2023
Board game
Crazy Criminal Threats

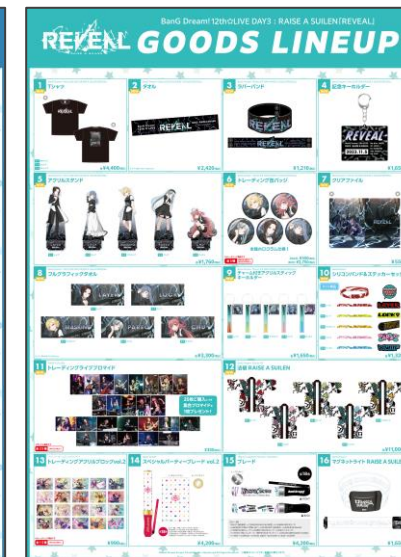
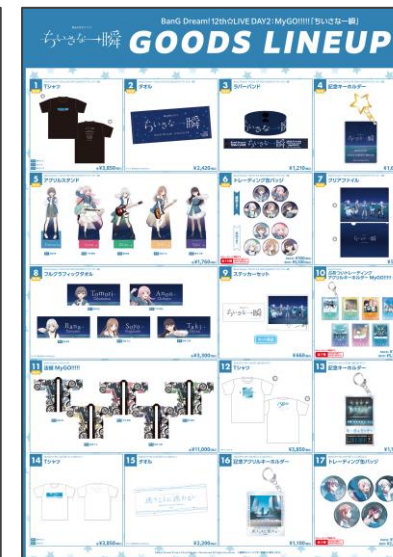


Released on July 14, 2023
Board game
Investment Game
for Learning NISA

BanG Dream! 12th☆LIVE Many live event goods offered

At “BanG Dream! 12th☆LIVE” held on November 3 to 5, 2023, we offered many live event goods to add color to the event.

In addition to the sale of goods at the venue, we are working to increase sales by creating an environment in which more customers can comfortably find and pick up our goods, such as online goods sales using Bushiroad online store and “on-site pickup service” in which they can order in advance and pick up their items at the venue on the day of the event.



The new petit figure brands “PalVerse” and “PalVerse Palé.” launched in August 2023 have been favorably received.

For 2024, merchandise rollout of **five titles** of IPs that are very popular in Japan and abroad **has been decided at present** and we plan to offer **high-quality figures in the mid-price range** one after another.



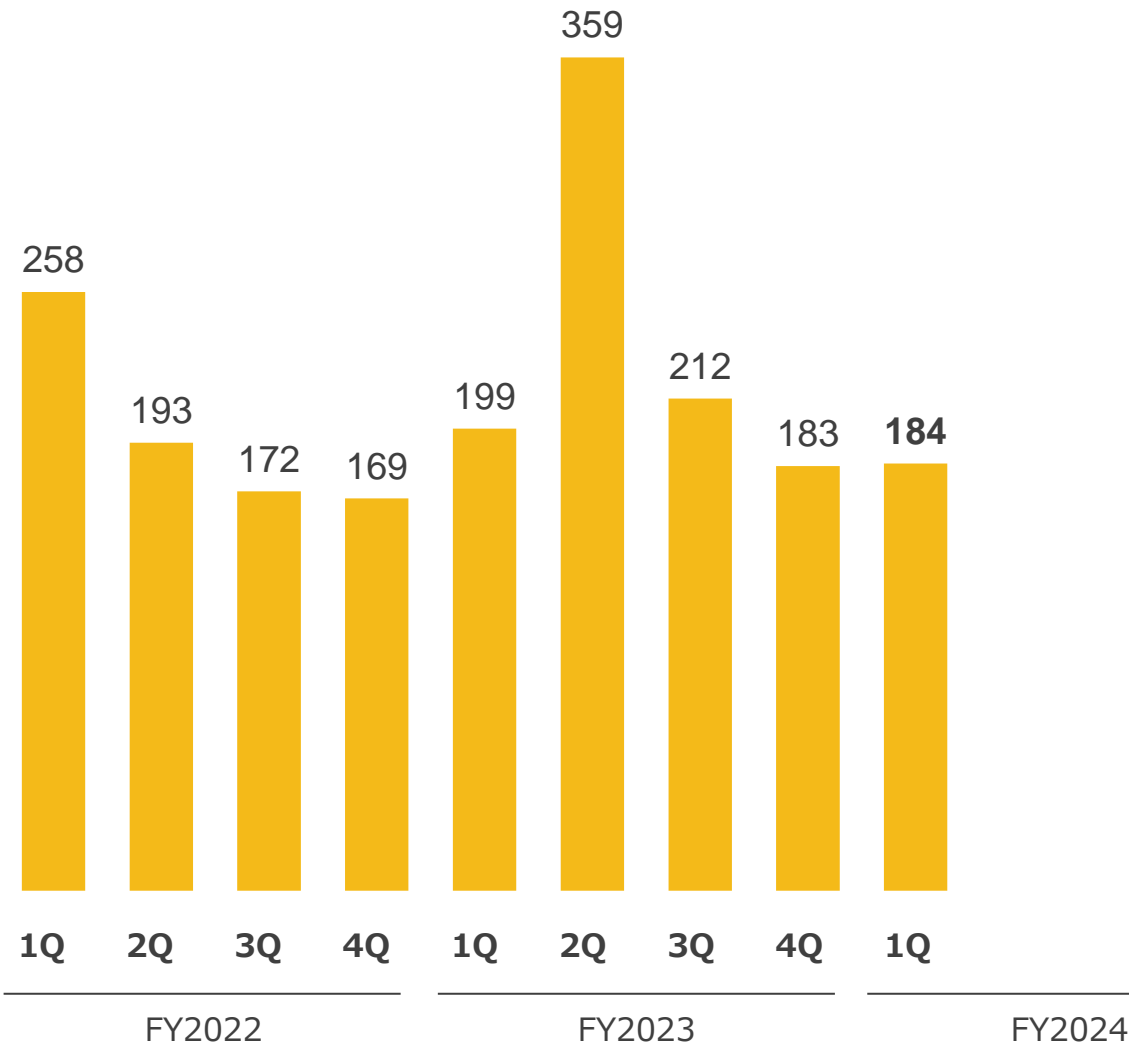
To be released on January 26, 2024
PalVerse Attack on Titan
[Price] [PACK] 1,100 yen (including tax) [BOX]
6,600 yen (including tax)
[Size] Approx. 90 mm



To be released on January 26, 2024
PalVerse Palé. Re: Zero -Starting Life in Another World Rem
[Price] 3,850 yen (including tax)
[Size] Approx. 120 mm

(million yen)

■ Net Sales



Net Sales

184 million yen YoY ▲14 million yen

Performed steady backed by the agency business, including event management and production.

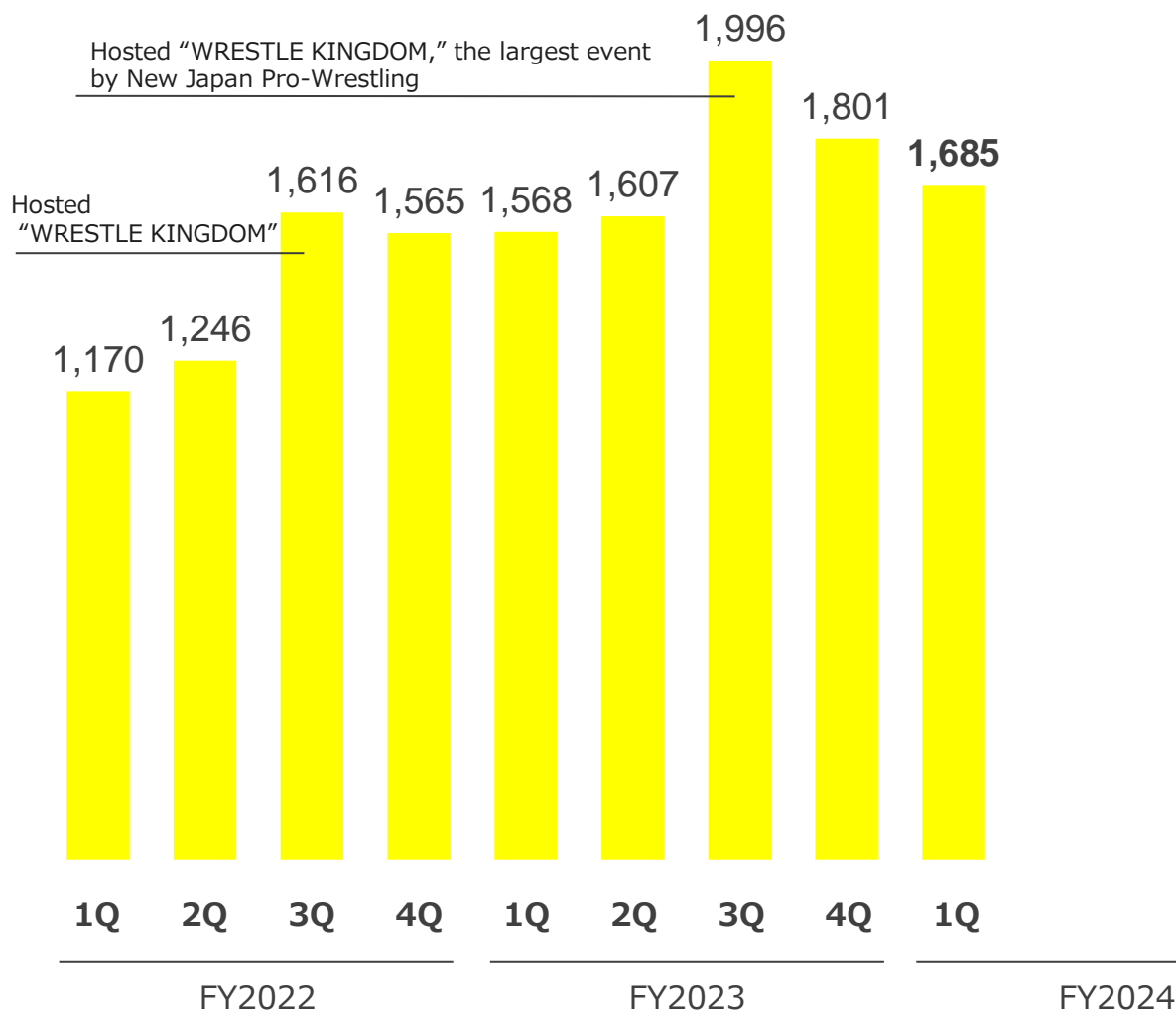
Continued to contribute to the expansion of the entire group business through event management and production, investment in animation committees, etc.



“Identity V”
Produced the 5th anniversary event

(million yen)

Net Sales



Net Sales **1,685** million yen YoY +117 million yen

Performed solidly with the number of live audiences for pro-wrestling events continuing to show a mild recovery trend and sponsor revenue increasing.

Released "Roselia Protein Bar," a health food product created by combining New Japan Pro-Wrestling, BanG Dream!, Weiss Schwarz, and the IPs of Bushiroad Group.

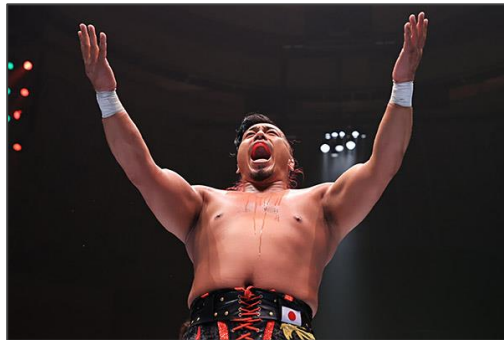
Profitability improved due to the withdrawal from the fitness club business.





New Japan Pro-Wrestling event DESTRUCTION series hosted

We hosted a total of 22 events ("Road to DESTRUCTION," "DESTRUCTION in KOBE," and "DESTRUCTION in RYOGOKU") in 18 cities across the nation from September 8 to October 9, 2023.



New Japan Pro-Wrestling 50th Anniversary Project Movie "Looking for Antonio Inoki"

We released the movie "Looking for Antonio Inoki" at TOHO CINEMAS Hibiya and other theaters across Japan as the **New Japan Pro-Wrestling 50th Anniversary Project**.



STARDOM

WORLD WONDER RING

GODDESSES OF STARDOM tag league hosted

Touring 11 locations nationwide from October 15 to the championship game on November 12, 2023, we presented STARDOM's strong and beautiful two-on-two pro-wrestling matches.



STARDOM appears in Asia for the first time in fall 2023

STARDOM played a match at the Bushiroad's international exhibition "2023 BUSHIROAD EXPO ASIA" held in Thailand on October 21 and 22, 2023. They will play a match at a Singapore venue from November 24 to 26.

While the number of subscribers to the STARDOM's official YouTube channel exceeds 1 million and their popularity abroad grows mostly with short videos, we will deliver the live charm of STARDOM to their overseas fans as well.



FY2024

Progress of Consolidated Performance Forecasts

Future outlook

	Results (1Q)	Performance forecasts (full-year)
Net sales	11,584 million yen Progress 22.7%	51,000 million yen
Operating profit	621 million yen Progress 31.0%	2,000 million yen
Ordinary profit	770 million yen Progress 33.4%	2,300 million yen
Profit attributable to owners of parent	299 million yen Progress 24.3%	1,234 million yen

TCG Unit

Although sales and profits are expected to fall in the second quarter compared to the first quarter, our plan is to make greater progress in the second half of the fiscal year, as was the case in the previous fiscal year. Furthermore, the development of the new TCG presented in the “Bushiroad Medium-Term Management Plan 2027” is progressing solidly.

Digital Contents Unit

While continuing with development investment in console games, we will continue to review the operating costs for mobile games to monetize our loss-making titles, but will consider withdrawing titles that are not expected to be profitable.

Live Entertainment Unit

“MyGO!!!!,” the new band of “BanG Dream!,” has shown a strong start with both package shipments and live attendance participants trending upward.

Sports Unit

We will hold “Belc Presents WRESTLE KINGDOM 18 in Tokyo Dome” on January 4, 2024.

We also plan to announce the details of new TCG and other developments concerning the entire Bushiroad contents in the second half of the fiscal year and onward at the “Bushiroad New Year Presentation 2024” on January 6, 2024.

Appendix

Notice concerning the finalization of matters pertaining to share repurchase (September 26, 2023)

【Purpose】

After comprehensively taking into account the company's share price level, cash on hand, business environment and other factors, the company has decided to repurchase its treasury shares as it believes that aggressive repurchase of its treasury shares will contribute to the enhancement of shareholder value.

【Overview】

Class of shares repurchased /to be repurchased	Common shares of the Company
Total number of shares repurchased /to be repurchased	1,800,000 shares (upper limit) (2.53% of total number of shares issued (excluding treasury shares))
Total purchase price for repurchase of shares	1,000,000,000 yen (upper limit)
Period of repurchase	From October 2, 2023, to February 29, 2024
Repurchase method	Market purchase on the Tokyo Stock Exchange



An international exhibition “2023 BUSHIROAD EXPO ASIA” now touring in Asia!

The international exhibition “2023 BUSHIROAD EXPO ASIA” has been held since March 2023 to provide an opportunity for people overseas to experience Bushiroad’s entertainment.

The event has taken place in four cities (Hong Kong, Taipei, Kuala Lumpur, and Bangkok) so far and was attended by many local customers and business partners. We will also be holding the event in other cities going forward.

< Future event schedule >

City	Date
Kuala Lumpur	September 29-October 1, 2023
Bangkok	October 21 and 22, 2023
Singapore	November 24-26, 2023
Ilsan	December 2 and 3, 2023



Holding many presentation events for each content

Providing extensive information on the future development of each content including announcement of detailed information on new TCG

12月12日(火)



制作発表会

12月13日(水)

ブシロードTCG戦略発表会

TCG STRATEGY PRESENTATION






©BUSHI ©VGD CD ©CLAMP ©ST © Cygames, Inc.



入場無料

開催日 2024年**1月6日(土)**

会場 TOKYO DOME CITY HALL

最速先行 11月8日(水)10:00~11月26日(日)23:59

月刊ブシロード12月号(11月8日(水)発売)に最速先行応募シリアルを封入!

At “**Cardfight!! Vanguard Divinez Production Presentation**” to be held on December 12, 2023, detailed information on the new animation series scheduled to be aired from January 2024 and other various updates on Vanguard will be announced.

At “**Bushiroad TCG Strategy Presentation**” to be held on December 13, 2023, the latest information on the existing TCG brands (Weiss Schwarz, Weiss Schwarz Blau, Rebirth for you, Shadowverse EVOLVE) will be announced.

At “**Bushiroad New Year Presentation 2024**” to be held on January 6, 2024, at TOKYO DOME CITY HALL, the detailed information on the new TCGs scheduled to be released in 2024 as well as future developments of other Bushiroad content, including TCG, digital contents, live entertainment, petit figures, and pro-wrestling, will be provided.

Please look forward to the presentation events as they will be full of Bushiroad’s contents for 2024.

Renewal of Bushiroad Group Corporate



Bushiroad Group Corporate Profile 2024



<https://bushiroad.co.jp/en/company/overview>

We have renewed and updated the previous Bushiroad Group Corporate Profile so that general customers, investors, and business partners will have a clearer understanding of Bushiroad Group's products and businesses. In anticipation of **Bushiroad Group's further overseas expansion**, we have prepared it **in bilingual (Japanese and English) versions** and have been distributing them at exhibitions and events in Japan and abroad. The electronic version is available on Bushiroad's website.

Kick-starting “Mugendai Mewtype,” a band transcending virtual and reality!



Members and their debut streaming schedule

Fuji Miyako 21:00- on November 18 (Sat.)
https://www.youtube.com/@miyako_yumemita



Sengoku Yuno 21:30- on November 18 (Sat.)
https://www.youtube.com/@yuno_yumemita



Miyanaga Nonoka 20:00- on November 19 (Sun.)
https://www.youtube.com/@nonoka_yumemita



Minetsuki Ritsu 20:30- on November 19 (Sun.)
https://www.youtube.com/@ritsu_yumemita



Nakamachi Arale 21:00- on November 19 (Sun.)
https://www.youtube.com/@arale_yumemita



“Mugendai Mewtype” is unlike the conventional bands of “BanG Dream!” and is a band with members selected by public application through “virtual new band audition.”

Each member’s **debut streaming** is scheduled for **November 18 and 19, 2023.**

**Mugendai Mewtype
 official YouTube**



https://www.youtube.com/@BDP_yumemita

Company Overview

Bushiroad Group's management philosophy



Intellectual Property

IP has a wide meaning including works, characters, and others at Bushiroad Inc.

Bushiroad's business and departments

Entertainment Business					Sports Business
TCG Unit	Digital Contents Unit	Live Entertainment Unit	MD Unit	Ad Unit	Sports Unit
Overs eas	BI Unit Bushiroad International Pte. Ltd. / Bushiroad USA Inc.				

* "Sports and Healthcare Business" and "Sports and Healthcare Unit" were renamed "Sports Business" and "Sports Unit" respectively since FY2024.

Entertainment Business

Sports Business

TCG Unit
(Trading Card Game)

Bushiroad
(TCG Dept.)
Bushiroad Works

- Card games
- IP Creation
- Books/e-books

Digital Contents Unit

Bushiroad
(Digital Contents Dept.)
Frontwing Lab.

- Mobile games
- Console games

Live Entertainment Unit

Bushiroad Music
Theater company
HIKOSEN
Bushiroad Music
Publishing
ARGONAVIS

- Music live show
- Music package Distribution
- Stage performance/
Mask play musical
- Music work copyrights

MD Unit
(Merchandising)

Bushiroad Creative

- Merchandises
- Figures
- Capsule toys

Ad Unit

Bushiroad Move
gamebiz

- Advertising agency
- Voice actor agency
- Video/Radio/PA
- Information site

Sports Unit

New Japan Pro-Wrestling
Bushiroad Fight
Bushiroad Well-Be
New Japan Pro-wrestling
of America

- Pro-wrestling events
- Pro-wrestling streaming
Production and distribution of video contents
- Planning and sales of pro-wrestling merchandises
- Healthy Candy Toy Retail Business

BI Unit

Bushiroad International, Bushiroad USA
* Overseas development for TCG and digital contents

Areas of global business

Each Unit develops overseas market in its respective business

* "Sports and Healthcare Business" and "Sports and Healthcare Unit" have been renamed "Sports Business" and "Sports Unit" respectively since FY2024.

What is the IP Developer Strategy?

“**One-Stop Media Mix**” which speedily executes a variety of corporate activities essential for creation and growth of IPs within the Group.

With strong appeals through “**Promotion Development**” across the entire Group and taking advantage of know-how and alliances, we try to make IPs widely recognized.

This is Bushiroad's "**IP Developer Strategy**."

BanG Dream! Project example



BanG Dream!
バンドリ★

A next-generation girls band project where anime, games, comics and live performances all come together in a media mix.

Among the many music-related anime contents, **the project leads the way in a style where the character voice actors actually play instruments and perform live.** Along with the growth of characters through anime, games and comics, the strength of the project is in allowing the fans to enjoy the growth of the band in real life through live concerts and music software.

Live entertainment unit



Ad Unit



MD Unit



TCG Unit



Digital Contents Unit



One-Stop Media Mix

Various kinds of promotion development

TVCM

Transit advertising

SNS

Events

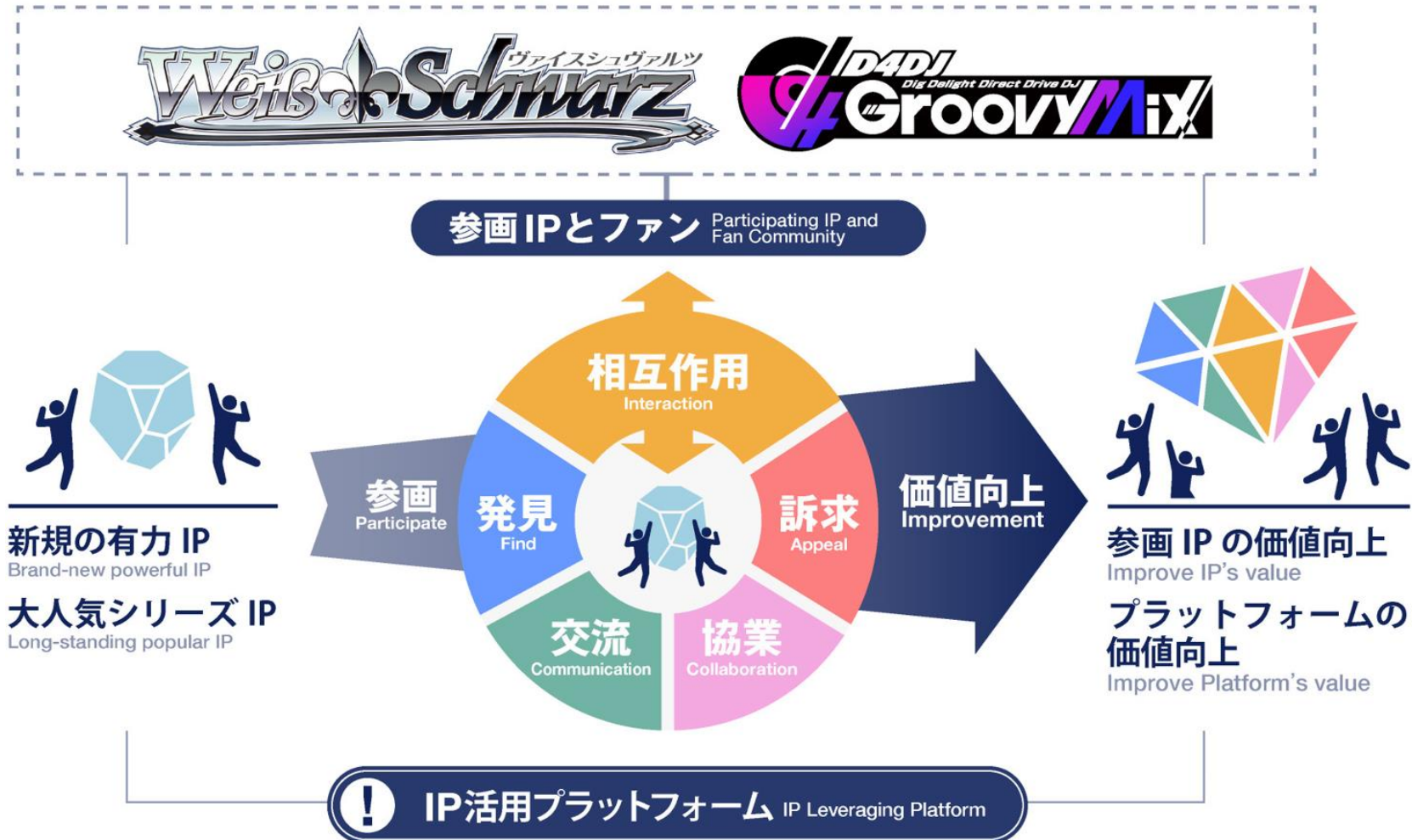
Web advertising

Presentations

Distribution

Enhanced Strategies for Platforms Utilizing IPs

Bushiroad Inc. aims to further demonstrate its presence and realize monetization in the entertainment market by making use of “Creativity (Idea)” and “Capabilities for Promotion” built on our experience as an IP developer and reinforcing the position as a “Platform Company” which enhances the values of IPs collaborating with IPs of other companies.



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