

To the Press and Whom It May Concern:

KADOKAWA CORPORATION

The EJ ANiME STORE, the Official Online Merchandise Store for Overseas Fans of Anime, Comics, Light Novels, and Games, is Opened!

**- Purchase True Genuine Products (Official Merchandise),
including Limited-edition Items that are Popular Overseas -**

<https://ejanimestore.com/>

KADOKAWA CORPORATION (headquarters: Chiyoda, Tokyo; Representative Director and President: Masaki Matsubara), known as the entertainment company behind globally popular works including *Re: Zero – Starting Life in Another World* and *SWORD ART ONLINE*, opened the EJ ANiME STORE, an online store where people living overseas can purchase official merchandise for Japanese anime, comics, light novels, games, and more.

As of 2018, the anime market in Japan has continued to increase for 9 years, reaching sales of 2,180 billion JPY. The rapid increase in the overseas market is contributing to this major growth, with over 1 trillion JPY in sales and accounting for 46.3% of the market*. The KADOKAWA STORE (<https://store.kadokawa.co.jp>), the online store operated by KADOKAWA and aimed at the Japanese domestic market, has also seen an increase in overseas traffic (increasing roughly 170% over 4 years since 2016), demonstrating a high level of interest in KADOKAWA products among people living overseas, mainly in North America and Asia.

Based on all of this, we decided to establish the online shop EJ ANiME STORE, allowing people living overseas to buy true genuine products (official merchandise) and also featuring premium products that are difficult to obtain overseas, products with extras, and many more items.

We gathered a variety of products for this site centered on popular products with high added value based on the keywords “limited-edition sales” and “extras” as an online store operated directly by a publishing company and aiming to respond to the wide-ranging demand of fans of anime, comics, light novels, games, and more.

Upon opening, we will begin accepting reservations for figures from *Konosuba: GOD’S BLESSING ON THIS WONDERFUL WORLD!* and *DATE A LIVE*. We are also planning to offer special limited-edition sales of collaborative Ukiyo-e woodblock prints between Japanese anime, light novels, and traditional art, based on *Saekano: How to Raise a Boring Girlfriend*, along with various other promotions that users will enjoy.

When the site opens, target areas for sales will include 17 countries and regions, including the U.S., France, Spain, the U.K., Taiwan, Hong Kong, and Australia (with plans to expand to 80 areas, including China).

The EJ from “EJ ANiME STORE” refers to “Entertainment Japan”. We hope to develop the site into a base for delivering Japanese entertainment abroad, including not only KADOKAWA products, but also products from other companies, as well.

*Source: “Anime Industry Report 2019” from The Association of Japanese Animators

● Website Information

Name: EJ ANiME STORE

Logo:



Operating Company: KADOKAWA CORPORATION

Official Site: <https://ejanimestore.com/>

Social Media: Facebook <https://www.facebook.com/ejanimestore/>

Twitter <https://twitter.com/ejanimestore>

Product Details: Official merchandise for Japanese anime, comics, light novels, games, etc.

Language: English

Sales Target Areas: 17 countries and regions, including the United States of America, Canada, Mexico, United Kingdom, France, Spain, Germany, Russia, Australia, South Korea, Taiwan, Hong Kong, Singapore, Indonesia, Malaysia, Thailand and Vietnam (with plans to expand to 80 areas, including China)

Payment Methods: PayPal, credit cards (American Express, VISA, Mastercard)

Payment Currency: Japanese yen (JPY)

● Examples of Products:

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① "Konosuba: GOD'S BLESSING ON THIS WONDERFUL WORLD!" Aqua: Light Novel Swimsuit Ver. 1/7 Scale Figure, KADOKAWA Special Set (Price : 18,150 yen)

② "Saekano: How to Raise a Boring Girlfriend" The Most Beautiful Heroines: Megumi Kato Ukiyo-E Woodblock Print (Price : 55,000 yen)

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*These images are only samples. Please be aware that actual products may differ from these images.

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● Overview of Operating Company

Name: KADOKAWA CORPORATION

Head Office: 2-13-3 Fujimi, Chiyoda-ku, Tokyo

Representative Director and President: Masaki Matsubara

Business Areas: Involved in a wide range of business, including publishing, film, publishing rights, digital content, planning, development, and operation of network entertainment services and content, management of companies that operate video-sharing websites, and businesses related to the above. By promoting digital transformation strategies, we aim to grow into a leading global media publisher by creating and diversifying superior IP and expanding the development of media.

Common Stock: 20.6 billion JPY

Date of Establishment: October 1, 2014

Official Site: <https://www.kadokawa.co.jp/>

For Inquiries and Media Requests

KADOKAWA CORPORATION

Email: pr-dept@kadokawa.jp

Official Site: <https://www.kadokawa.co.jp/>