

October 16, 2023

KADOKAWA CORPORATION

KADOKAWA Group's U.S. Subsidiary Launches Light Novel Digital Publishing Business in Europe

KADOKAWA CORPORATION (Headquarters: Chiyoda-ku, Tokyo; Chief Executive Officer: Takeshi Natsuno; hereinafter "KADOKAWA") is pleased to announce that J-Novel Club LLC (Headquarters: San Antonio, Texas, USA; Representative: Samuel Pinansky; hereinafter "JNC"), a subsidiary of our group, has established a wholly-owned subsidiary in Germany, JNC Nina GmbH (Headquarters: Berlin, Germany; Representative: Jonathon Collis, <https://jnc-nina.eu> hereinafter "Nina"), and has launched German and French versions of JNC's Japanese light novel eBook publishing and subscription service in October, 2023.



KADOKAWA Group has set the advancement of "Global Media Mix with Technology" as the basic policy, focusing on consistently creating intellectual property(IP) and globally expanding its portfolio, and has strengthened the business foundation of its overseas bases, particularly in North America and Asia. In view of the rapid growth of the manga market in Germany, France and other European markets, we believe that the same potential market for light novels can be expected as in North America, and will develop JNC's business model, which has contributed to the development and expansion of the light novel market in North America, in the German and French markets through Nina.

JNC was established in 2016 and became our subsidiary in April 2021, and has been operating its English-language publishing business under the "Digital First" strategy, focusing on light novel titles from Japanese publishers including our own. The company's pioneering and unique business model of distributing chapters first through its own subscription service without delay after publication in Japan, and then gradually selling eBooks through major online stores in the English-speaking market,

has gained the support of users in the English-speaking market, especially in North America. The company's pioneering and unique business model has been well received by users in the English-speaking market, particularly in North America, and has led to steady sales growth in recent years.

Through Nina, JNC has launched its German and French-language eBook and subscription platform, which will mainly handle light novel works as well as manga. Nina works will also be available for purchase on other major online stores in the same language. Nina, like JNC in the English speaking market, is not only a publisher, but also a community of light novel and manga fans who can discuss and exchange information on the site and through the official social media.

About KADOKAWA CORPORATION

KADOKAWA CORPORATION develops a wide range of entertainment including publication, videos, games, Web services, education, operating IP experiential facilities such as TOKOROZAWA SAKURA TOWN. By utilizing technology, KADOKAWA CORPORATION implements a global media mix strategy, focusing on stable Intellectual Property (IP) creation and delivering it to the world in a variety of forms.

<https://group.kadokawa.co.jp/>

About J-Novel Club

Established in 2016, J-Novel Club publishes English translated works of Japanese light novels and manga, and offers subscription services. Through its subscription services, J-Novel Club streams chapters first and sells e-Books through major online stores.

<https://j-novel.club/>

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