

KADOKAWA Announces Acquisition of Italian Manga Publisher, Edizioni BD S.r.l.

On May 14, KADOKAWA CORPORATION (Headquarters: Chiyoda-ku, Tokyo; Chief Executive Officer: Takeshi Natsuno; hereinafter “KADOKAWA”) hereby announces that the company has agreed with Edizioni BD S.r.l (Headquarters: Milan, Italy; CEO: Marco Schiavone; hereinafter “Edizioni BD”), a major publisher of manga and light novels in Italy, to acquire 70% of the shares and made it a subsidiary.



■Background and Objectives

The KADOKAWA Group has adopted a business strategy of promoting “Global Media Mix with Technology,” centered on the stable creation and extensive global distribution of a diverse portfolio of intellectual property (IP) and has focused on strengthening and expanding its business in North America, Greater China, Southeast Asia, and Europe territories thus far.

Edizioni BD, established in 2005 and based in Milan, Italy, operates a publishing business focused on the Italian-language translation and publication of manga and light novels. The company currently publishes nearly 500 titles annually and has cultivated a strong local fan base for Japanese content. It has been a pioneer in developing distribution networks for manga through major local general bookstores and has actively promoted innovative initiatives to popularize manga, such as introducing refined book designs featuring covers and *obi* bands similar to those used in Japan.

In the Italian market, a translation and publishing market for Japanese manga emerged relatively early, following the televising of Japanese animation in the 1970s. This development was supported by Italy's pre-existing and deeply rooted comic culture, known as *fumetti*, which predates the Japanese content boom. Furthermore, in 2016, Italy became one of the first European countries to introduce a Culture Pass program to support cultural activities among young people. As a result, the Italian comics market has grown to become the second largest in Europe, after France.

Going forward, the KADOKAWA Group, through Edizioni BD, will not only focus on translating and publishing a wide range of Japanese manga, including works beyond its own portfolio, but will also actively explore new areas such as Japanese light novels and related merchandising developments. In addition, the Group aims to expand its presence throughout Europe by strengthening collaboration with its other overseas bases, including neighboring France.



■ **Comment from Marco Schiavone, Edizioni BD**

It is truly awesome to be the first Italian publisher to be the subject of a direct investment by a major Japanese entertainment company. Our goal of being a direct thread between Japan and our readers will be able to be achieved even more strongly. We have found in KADOKAWA an attentive and curious interlocutor, very interested in the specificities of our market and country and intent on magnifying the work of my team. We have an ambitious and exciting journey ahead of us!

■ **Comment from Takeshi Natsuno, KADOKAWA**

Edizioni BD has made a significant contribution to the growth of the Italian comics market over the past two decades. We are delighted to welcome Edizioni BD to the KADOKAWA Group. We will further strengthen our partnership with Edizioni BD with the aim of further expanding the market for manga and light novels in Italy.

■Edizioni BD Company Profile

Company Name	Edizioni BD S.r.l
Location	Milan, Italy
Establishment	2005
Representative	Marco Schiavone (CEO)
Business	<ul style="list-style-type: none">• Translation and publication of manga, novels, etc. (label name: J-POP)• Production and translation of comics and <i>fumetti</i> (label name: BD, Tacotoon)
Shareholder Composition	KADOKAWA 70% Marco Schiavone 20% *President & CEO Messaggerie Libri 10% *Distributor

■Future Prospects

The impact of this matter towards KADOKAWA's consolidated business results is expected to be immaterial.

■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/>

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