

[NEWS RELEASE]

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KADOKAWA CORPORATION
Garena Online Private Limited

KADOKAWA Unveils First Look at *Garena Free Fire* Anime, Featuring A Teaser Visual and Trailer

Tokyo Japan - KADOKAWA CORPORATION (<https://group.kadokawa.co.jp/global/>) and Garena Online Private Limited (<https://www.garena.sg/>) today revealed the first look at the anime adaptation of *Garena Free Fire*, a popular mobile game developed and published by Garena.

Both the teaser visual and trailer showcase the dynamic movement of Kelly, one of *Garena Free Fire*'s most iconic characters and the central protagonist of the anime. In this thrilling prologue, the trailer viewers follow Kelly as she and her allies uncover a hidden conspiracy lurking beneath the surface of a seemingly peaceful universe.



Teaser Visual of Garena Free Fire Animation

Key members of the production team have also been announced. The series will be directed by Ken Takahashi, renowned for his work as Animation Director on *Ragna Crimson* and *Fate/Kaleid Liner Prisma Illya*. Production will be handled by studio CANDY BOX, the studio behind *Blue Archive The Animation* and *Azur Lane: Bisoku Zenshin!*.

The music will be produced by Sus4 Inc., acclaimed for their work on *Ragna Crimson* and *Jackie Chan & Clair [Peace of the World]*. The trailer features the anime's theme song, which thoughtfully reimagines a signature melody from *Garena Free Fire*. This familiar tune enhances the high-octane action sequences and resonates with fans of the battle royale game. Trailer's YouTube video : <https://youtu.be/ulVVRH96Bg8>

The *Garena Free Fire* anime adaptation is being produced by a Japanese anime production studio with KADOKAWA QINGYU — KADOKAWA's overseas branch — serving as its production manager. The completed animation will be broadcast and streamed worldwide.

<About Garena Free Fire>

Garena Free Fire is an immersive battle royale game created specifically with mobile gamers in mind. Developed and published globally by Garena, the mobile battle royale title is the most downloaded mobile game in its genre for six consecutive years, according to Sensor Tower App Performance Insights. The title was also the world's most downloaded mobile game in 2019, 2021, and again in 2023 and 2024. Aside from the classic battle royale mode, *Garena Free Fire* also offers other engaging game modes that can be enjoyed by all, such as Clash Squad, Pet Mania, Zombie Invasion, and more.



Garena Free Fire Game Illustration

Garena Free Fire is available for download on the [App Store](#) and [Google Play](#).

■ **About Garena Online Private Limited**

Garena is a leading global online games developer and publisher. *Garena Free Fire*, its self-developed mobile battle royale title, is the most downloaded mobile game in its genre for six consecutive years, according to Sensor Tower App Performance Insights. The title was also the world's most downloaded mobile game in 2019, 2021, and again in 2023 and 2024.

Garena is run by passionate gamers and has a unique understanding of what gamers want. It exclusively licenses and publishes hit titles from global partners – such as *Arena of Valor* and *Call of Duty: Mobile* – in selected markets globally. Garena champions social and entertainment experiences through games, enabling its communities to engage and interact. Garena is also a leading esports organizer and hosts some of the world's biggest esports events.

Garena is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Garena, Sea's other core businesses include its e-commerce arm, Shopee, and digital financial services arm, Monee. Sea's mission is to better the lives of consumers and small businesses with technology.

<https://www.garena.sg/>

■ **About KADOKAWA CORPORATION**

KADOKAWA Group, a comprehensive entertainment company, develops a wide range of businesses such as Publication, Animation, Film, Gaming, Web services, and Education/EdTech. We discover talent globally, create diverse IP (Intellectual property), and deliver it through various media. We maximize the value of IP under our strategy “Global Media Mix with Technology” which refers to global rollouts of created IP by utilizing technology.

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

KADOKAWA Official Website: <https://www.kadokawa.co.jp/>

* For brands interested in participating in the anime series, please reach out to the following contacts for more information.

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