

KADOKAWA Establishes New North American Retail Subsidiary, KADOKAWA Retail Ventures

~Strengthening “Manga Spot” Store Operations to Expand Store Network and Maximize Group Synergy in North America~

KADOKAWA CORPORATION (Headquarters: Chiyoda-ku, Tokyo; Chief Executive Officer: Takeshi Natsuno; hereinafter “KADOKAWA”) hereby announces the establishment of KADOKAWA Retail Ventures, LLC (Headquarters: New York, USA; President: Kurt Hassler; hereinafter “KRV”). This new entity was formed to strengthen KADOKAWA’s retail business in the North American market. In conjunction with this establishment, KADOKAWA also announces the transfer of the retail business to KRV from its North American regional headquarters, KADOKAWA WORLD ENTERTAINMENT, INC. (hereinafter “KWE”).



Image: Manga Spot Bloomington Store

■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.

In the North American market, the explosive popularity of Japanese anime has driven a rapid expansion in the print market for manga and light novels. Under these favorable conditions, KADOKAWA has established a solid foundation for its translated publishing business through local subsidiaries, and its North American print business continues to perform strongly.

Despite this robust demand, many regions still lack physical retail locations where fans can directly browse and purchase books and IP-related merchandise. To meet this need and establish a new sales channel, KWE opened Manga Spot, a directly managed retail store, in New York in October 2023. By offering a rich selection of titles coordinated with publishing operations, store-exclusive merchandise, and events such as autograph sessions and anime tie-ins, Manga Spot has earned high praise from local fans and has since expanded to 9 locations.

Recognizing that building direct touchpoints with fans through retail is key to further growth in North America, KADOKAWA established KRV as a specialized organization in February 2026. Kurt Hassler, who founded and serves as President of YEN PRESS, LLC and was instrumental in bringing manga into the mainstream in North America during his tenure as Buyer at BORDERS GROUP, has been appointed as President of KRV. Moving forward, under this new structure, KADOKAWA aims to accelerate its business development by leveraging KRV's specialized expertise.

KRV positions Manga Spot as a vital hub within the Global Media Mix strategy. The company will accelerate the expansion of its store network across North America, aiming to maximize group synergies. In addition to optimizing store operations, KRV will further deepen collaboration with KADOKAWA's publishing and Merchandising (MD) divisions to increase overall profitability and ensure sustainable growth for the Group. By maximizing physical touchpoints with fans, KRV will deliver the diverse content created by the KADOKAWA Group directly to the fans in North America.



A Wide Selection of Manga and Light Novels (Towson Store)



An Extensive Range of IP Merchandise (Bloomington Store)

■KRV Company Profile

Company Name	KADOKAWA Retail Ventures, LLC
Location	New York, USA
Establishment	February 2026
Representative	Kurt Hassler
Business	Operation and management of books and merchandise retail, "Manga Spot"

■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/global/>

【Reference Information: KADOKAWA Group's North American Bases】

Company Name	Overview
KADOKAWA WORLD ENTERTAINMENT, INC.	KADOKAWA WORLD ENTERTAINMENT oversees KADOKAWA Group's North American operations. To drive further growth, it supports and promotes print and digital publishing, digital bookstore operations, news media, and retail/merchandise businesses while developing new business opportunities.
YEN PRESS, LLC	YEN PRESS, LLC is a joint venture between KADOKAWA CORPORATION and Hachette Book Group, dedicated to publishing manhwa, manga, and graphic novels for adults and young readers. Founded in 2006, YEN PRESS has quickly risen to become one of the largest and most prolific publishers of manga and original graphic novels in the North American marketplace and has become a driving force in the introduction of light novels to new readers through its Yen On imprint. Additionally, YEN PRESS is increasing its manhwa publishing for the growing number of readers.
M12 Media LLC	Originally founded in 2016 as J-Novels Club LLC, the company was renamed M12 Media LLC in 2025. Today, it continues to operate the "J-Novels Club" brand, specializing in the English translation and digital-first publishing of Japanese light novels and manga, alongside the comprehensive digital bookstore "BOOK☆WALKER Global." The company provides a high-quality reading environment, ranging from early access to chapters through subscriptions to the operation of a bookstore that carries titles from major publishers.
ANIME NEWS NETWORK LLC	This company operates a media business that delivers the latest news on content from Japan, such as anime, manga, and light novels, to

	users in English-speaking markets worldwide, primarily in North America. By also hosting a title database and user forums on its site, it has established its position as one of the largest specialized platforms in North America.
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[Reference Information: KADOKAWA Group's Global Retail Brands]

Area	Brand	Overview
USA	Manga Spot	Opened its first store in NY in Oct 2023; now operates 9 stores (NY, Chicago, Seattle, etc.). Sells English manga/light novels and IP merchandise from KADOKAWA and other publishers, hosting events tied to anime conventions.
Thailand	PHOENIX NEXT	Opened in 2023. It operates 8 stores across Thailand, including in a major shopping mall in Bangkok. In addition to Thai-language editions of manga and light novels, it has received strong support from local fans through the rollout of special editions and limited-edition merchandise for popular titles.
Hong Kong	KADOKAWA Hong Kong Anime Store	Opened in 2024 as a shop-cum-showroom within the KADOKAWA HONGKONG office. Aiming to promote products and expand corporate brand awareness in the Greater China region, it offers a wide lineup of products, including special editions of books and limited-edition merchandise published by KADOKAWA's locations in Japan and Greater China.
Shanghai	TIAN JIAO WORKS	Opened in 2025. The store is located in "Baillian ZX Creative Center," a commercial building where ACG (Anime, Comic, and Games) related shops are gathered. In addition to selling books and merchandise produced by GUANGZHOU TIANWEN KADOKAWA ANIMATION & COMICS, it promotes the appeal of its brands and IPs to local fans through in-store events.
Indonesia	PHOENIX ANIME STORE	Opened in 2025. The store was opened inside branches of the major bookstore chain "Gramedia." By leveraging its location inside these bookstores to offer IP-related merchandise, it aims to maximize media mix effects.
Malaysia	K+	Opened in 2025 in a major Kuala Lumpur shopping mall. Operated by KADOKAWA GEMPAK STARZ, it promotes IP through books and merchandise while building a fan community.

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