

February 26<sup>th</sup>, 2024

KADOKAWA CORPORATION

# KADOKAWA Begins Serialization of Action RPG *ELDEN RING* Full-Color Comic Adaptation on TATESC COMICS

## Follow the Epic Adventure Story Based on the Game

Tokyo JP, KADOKAWA CORPORATION (<https://group.kadokawa.co.jp/global/>) has announced commencement of the serialization of *ELDEN RING Become Lord* (Manga: Hand Punch / Original: *ELDEN RING*, an action RPG developed by FromSoftware, Inc.) as a full-color TATESC (Pronounced ta-te-sk) COMICS version starting from March 29th (Fri).

*ELDEN RING*, which has recorded a massive hit with cumulative shipments exceeding 20 million copies worldwide and continues to attract players, is the backdrop for this work. The story takes place inside the world of *ELDEN RING* and depicts an epic adventure of a certain Tarnished aiming to become the next Elden Lord. *ELDEN RING Become Lord* will be available in three different mediums: TATESC COMICS, book comics, and e-book – all drawn specifically by the manga artist.



*ELDEN RING Become Lord* Teaser

*ELDEN RING Become Lord* will be drawn by the rising star Hand Punch. *Emotions Evolution*, which became their debut work at KADOKAWA, simultaneously won the gold award for Simplified Chinese and the silver award for Translation and Publication Award in Japan at "The 1st TATESC COMICS Global Awards" – an award held concurrently with its Japanese counterpart "The 3rd All KADOKAWA TATESC COMICS Awards".

The world of *ELDEN RING* and every scene it offers is deeply memorable for those who have played it, and even those who haven't experienced the game can also fully enjoy the awe-inspiring world setting, its beauty and dynamism.

#### <Comment from Hand Punch>

We are honored to be entrusted with the comic adaptation of such a prestigious work, but at the same time, we feel significant responsibility and pressure. *ELDEN RING* is not just a game; it is art itself. While we have poured passion into the creation process without reservation, we faced numerous challenges along the way. However, just as this game has taught us, we believe that light will always prevail and shine through, no matter how difficult the path.

Hand Punch

Alongside talented creators from around the world, KADOKAWA will continue to create captivating works that will be loved by readers worldwide.

#### ■*ELDEN RING Become Lord* Details

Manga : Hand Punch

Original : *ELDEN RING* (FromSoftware, Inc.)

Script : 21g

Planning/Editing : KADOKAWA QINGYU (SHANGHAI) CULTURE & CREATION CO., LTD.

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#### ■*ELDEN RING Become Lord* Summary

Adventurous tale of The Tarnished seeking to become the Elden Lord

The grand adventure of the action RPG *ELDEN RING* is now available in full-color comic. The story follows one of The Tarnished who, guided by blessings, reached the Lands Between and sets out on a journey to become the next Elden Lord. Along the way, the Tarnished encounters charming characters, explores various dungeons, battles mighty bosses, and more.

#### ■Teaser

Available on Kadocomi ([https://comic-walker.com/detail/KC\\_005387\\_S/](https://comic-walker.com/detail/KC_005387_S/)) starting February 26<sup>th</sup> (Mon.), 2024 11AM (JST)

#### ■Main Distribution Channel

Serialization starts on March 29<sup>th</sup> (Fri.), 2024

- Kadocomi : <https://comic-walker.com/>
- Also available on various e-book stores in Japan

#### ■Hand Punch (手撃拳) Profile

Beijing Film Academy Anime Department graduate. The unit consists of twin brothers and all works are jointly written by the two. Their original manga *Emotions Evolution* simultaneously won the gold award for Simplified Chinese and the silver award for Translation and Publication Award in Japan at the "The 1st TATESC COMICS Global Awards" - an award held concurrently with its Japanese counterpart "The 3rd All KADOKAWA TATESC COMICS Awards".

●*Emotions Evolution* Published Website :

[https://comic-walker.com/contents/detail/KDCW\\_TS01204528010000\\_68/](https://comic-walker.com/contents/detail/KDCW_TS01204528010000_68/)

#### ■About *ELDEN RING*

*ELDEN RING* is an action RPG that allows players to enjoy highly flexible adventures in a vast dark fantasy world.

The world setting is co-created by director Hidetaka Miyazaki from FromSoftware and George R. R. Martin, known for the fantasy novel series *A Song of Ice and Fire* and the TV drama *Game of Thrones*. The game offer players various RPG experiences, such as discovering the unknown and defeating formidable enemies, all set against the backdrop of a full-fledged dark fantasy world.

●Official Website URL : <https://www.eldenring.jp/index.html>

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### ■About KADOKAWA TATESC COMICS

TATESC COMICS (derived from “Tate” which is Japanese for “stand up”, and the first syllable of ‘scroll’) is a vertical-scroll comic label by KADOKAWA GROUP that allows readers to enjoy comics on both PCs and smartphones. The comic label focuses on producing original vertical-scroll comic works, converting existing popular comics into full-color vertical-scroll formats, and distributing them internationally, aiming to bring Japanese manga content to both domestic and international audiences through new presentation methods.

These efforts have garnered high praise within the industry and earned KADOKAWA a special award at the "Denryukyo Awards 2023" presented by the Association for E-publishing Business Solution (AEBS).



Official Website : <https://tatesc-comic.com/>

Official X (Formally Twitter) : [https://twitter.com/tatesc\\_kadokawa](https://twitter.com/tatesc_kadokawa)

Official Instagram : <https://www.instagram.com/tatesc0811/>

Official TikTok : [https://www.tiktok.com/@tatesc\\_comic0811](https://www.tiktok.com/@tatesc_comic0811)

### ■What is TATESC COMICS Awards?

"TATESC COMICS Awards", a full-scale effort hosted by KADOKAWA, is an award with the aim to discover new talents that will become successful on a global scale. Anyone can apply whether they are a professional or an amateur. Applicants can choose their favorite category and submit as many works as they like.

Starting from the 3rd edition, editorial departments of KADOKAWA GROUP's overseas subsidiaries have also joined to establish its global division "The TATESC COMICS Global Awards" where editorial teams from around the world collaborate to unearth captivating authors and works. The project also aims to strengthen the distribution of award-winning works in various languages and expand the reach of TATESC COMICS globally.

We seek "entertaining comics that can be read anytime, anywhere" worldwide.

●Special Website (available in 6 languages including English and Chinese)

<https://promo.kadokawa.co.jp/tatesc/>

### ■About KADOKAWA CORPORATION

KADOKAWA CORPORATION develops a wide range of entertainment, including publication, videos, games, Web services, education, and 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/>

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

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