



FY2026 2Q Financial Results Briefing Material

**Bushiroad Inc.
Securities code: 7803
February 13, 2026**

Notice:

This document is an excerpt translation of the original Japanese document and is only for reference purposes. In the event of any discrepancy between this translated version and the original Japanese version, the latter shall prevail. For prompt disclosure, this document is translated Japanese to English based on machine translation, and some parts of this document may be written in Japanese or other languages without translation.

- **FY26 2Q Financial Results Summary**
- **Topics**
- **Progress against Consolidated Performance Forecasts for FY26**
- **Appendix**

FY26 2Q Financial Results Summary

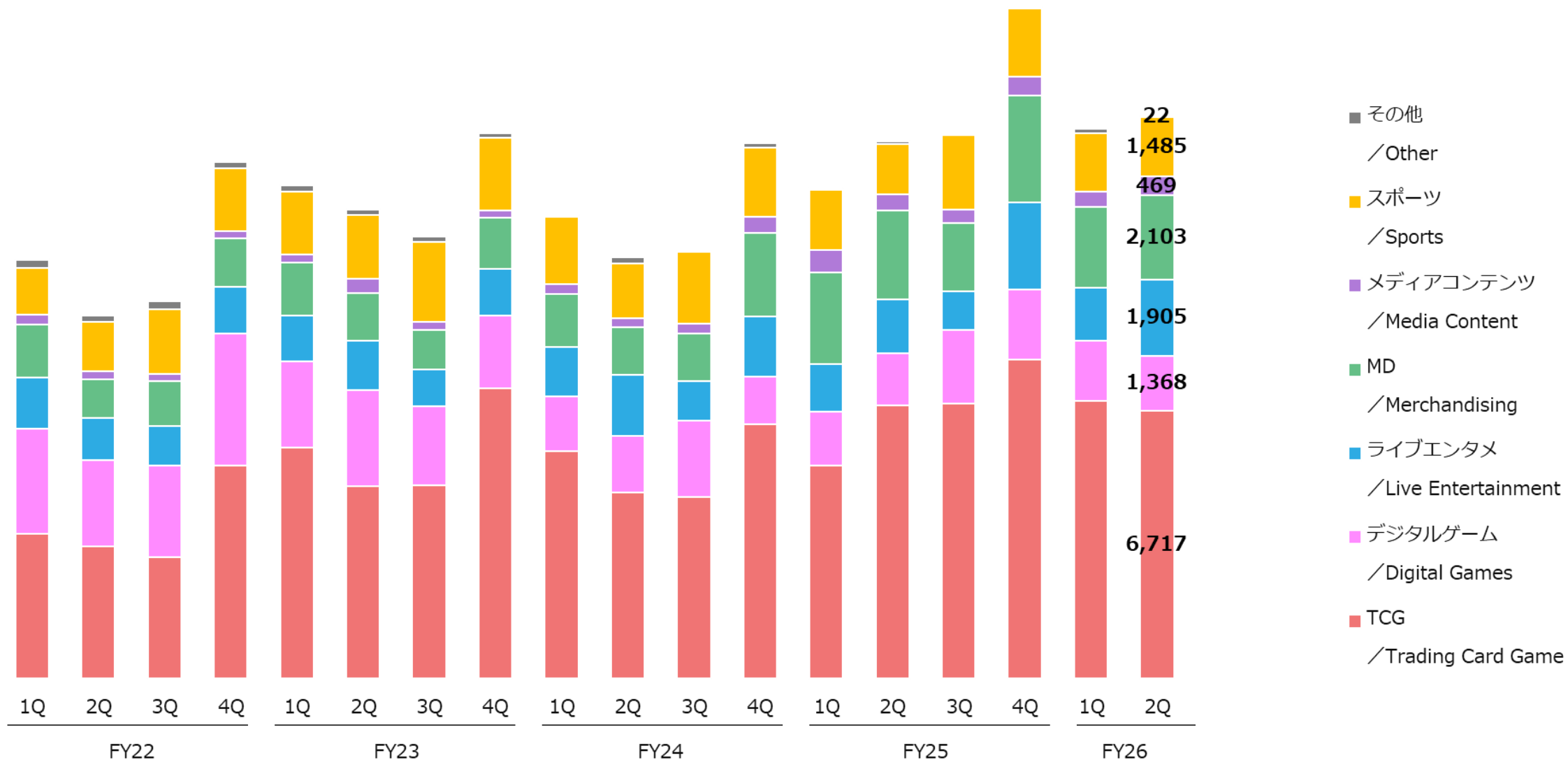
Consolidated Income Statement Summary

Quarter (Unit : million yen)				First Second Quarter (Unit : million yen)			
FY26 2Q ①		FY25 2Q ②	+ / -amount ①-②	FY26 2Q ③		FY25 2Q ④	+ / -amount ③-④
Net sales		14,072	13,457 +615	Net sales		27,839	25,731 +2,108
Gross profit		5,009	4,935 +74	Gross profit		10,226	8,883 +1,343
SG&A expenses		3,769	3,719 +50	SG&A expenses		7,317	7,157 +160
	Advertising expenses +Promotion expenses	1,186	1,218 ▲32		Advertising expenses +Promotion expenses	2,432	2,425 +7
	R&D expenses	277	419 ▲142		R&D expenses	452	733 ▲281
Operating profit		1,240	1,215 +25	Operating profit		2,908	1,726 +1,182
Operating profit margin		8.8%	9.0% ▲0.2 Pt	Operating profit margin		10.4%	6.7% +3.7 Pt
Ordinary profit		1,556	1,925 ▲369	Ordinary profit		3,488	1,918 +1,570
Ordinary profit margin		11.1%	14.3% ▲3.2 Pt	Ordinary profit margin		12.5%	7.5% +5.0 Pt
Net profit attributable to owners of parent		913	1,183 ▲270	Net profit attributable to owners of parent		2,577	1,242 +1,335

- TCG net sales decreased YoY, reflecting fewer releases of large-scale products (Booster Packs) but results progressed solidly.
- Live Entertainment and MD and Sports businesses performed solidly.
- A foreign exchange gain of 204 million yen was recorded in non-operating income due to exchange rate fluctuations.
(September 30, 2025 : USD=148.88 yen December 31, 2025 : USD = 156.56 yen)

Quarterly Net sales

(百万円 / million yen)



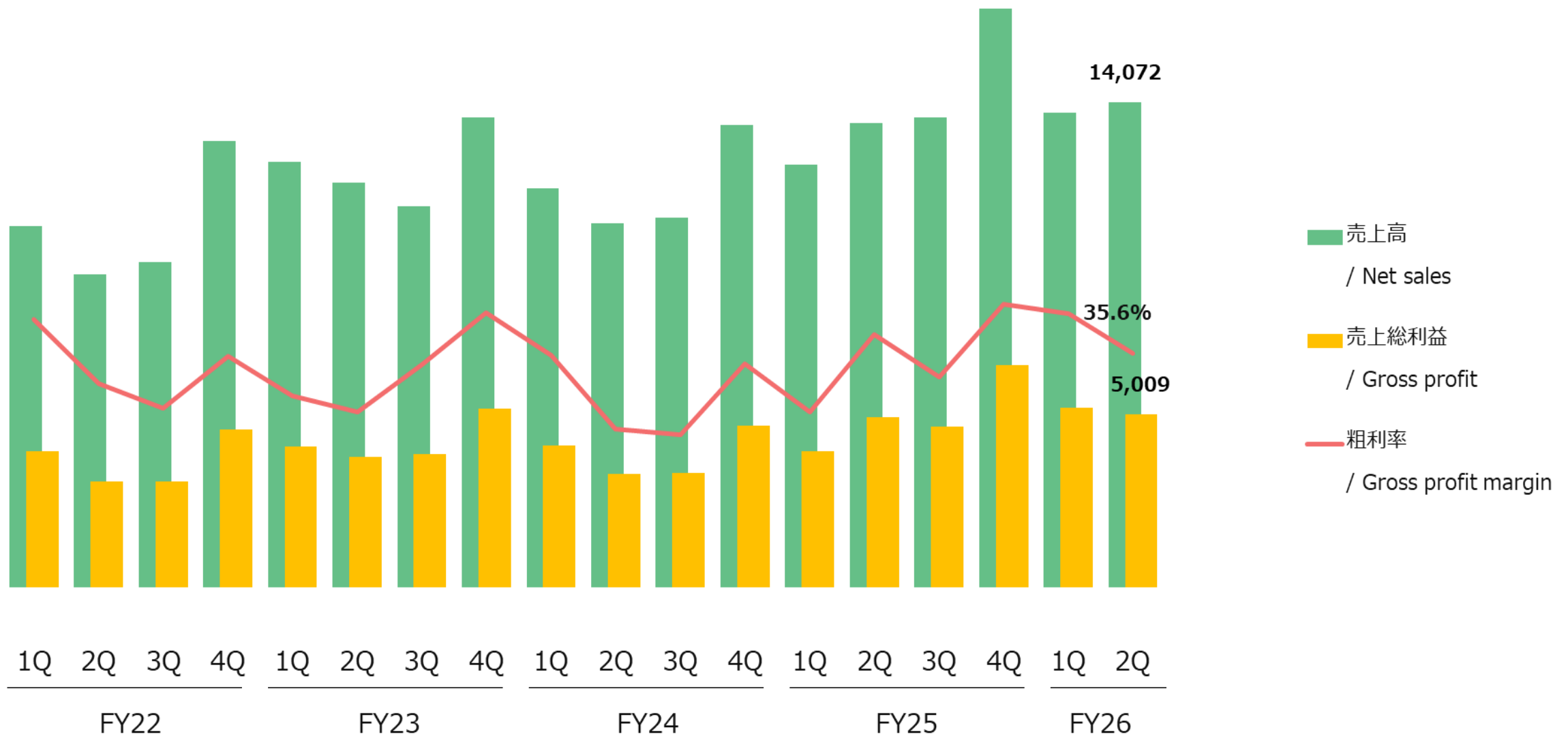
Due to the transition to the new unit structure, figures for the fiscal years ending June 2024 and June 2025 have been reclassified.

(百万円 / million yen)

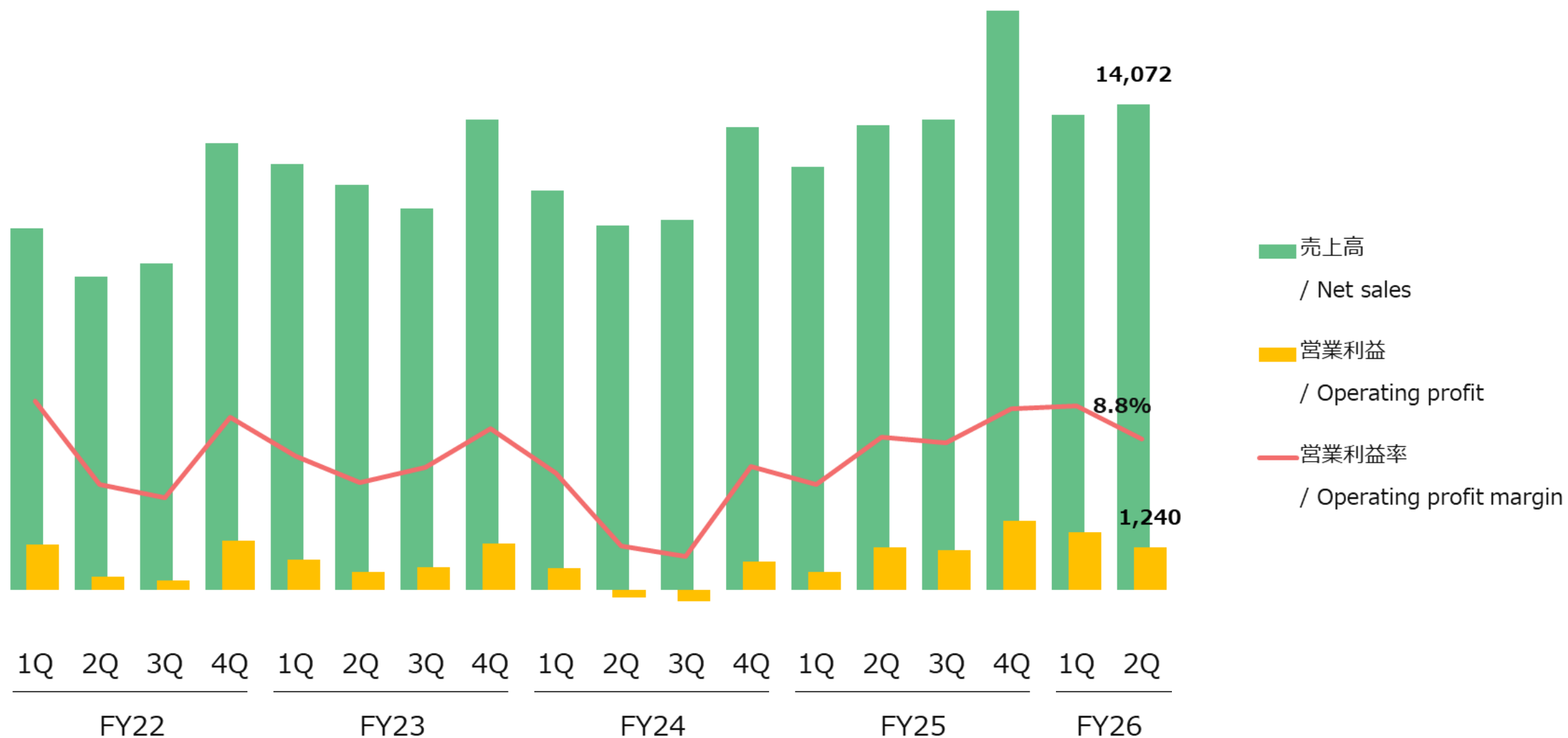
		Quarterly Net sales YoY	Topics
	TCG	6,717 ▲122	<ul style="list-style-type: none"> • Net sales decreased YoY and QoQ, reflecting fewer releases of large-scale products (Booster Packs) but results progressed solidly. • Cardfight!! Vanguard: solid. • Weiß Schwarz: steady. • hololive OFFICIAL CARD GAME: solid. * Planning and development: COVER Corp. Sales and co-management: Bushiroad Inc.
	Digital Games	1,368 +70	<ul style="list-style-type: none"> • Two console titles, "The Ancient Magus' Bride Midsummer Pilgrimage" and "D.C. Re:tune," were released.
	Live Entertainment	1,905 +547	<ul style="list-style-type: none"> • Held major live events, including the MyGO!!!!!!×Ave Mujica Joint Live 「Beyond the Fork in the Road」 Shanghai extra performance and MyGO!!!!!! 8th LIVE 「想いのかたちが積もるとき」. • Net sales and operating profit increased YoY and QoQ, driven by multiple CD releases; performance is progressing solidly.
	MD	2,103 ▲122	<ul style="list-style-type: none"> • Sales decreased YoY due to the temporary demand for MD in foreign countries in FY25 2Q but results progressed solidly. • The figure brand "PalVerse" is performing well both domestically and overseas, with brand evaluation steadily improving through many inquiries from licensors and distributors, dedicated corners in 50 Don Quijote stores nationwide, and expansion into overseas supermarket chains.
	Media Content	469 +70	<ul style="list-style-type: none"> • In the publishing business, popular titles contributed to sales for both new and backlist titles, and results progressed solidly. • Released Volume 23 of the core title 「魔法使いの嫁」 in October. • 「僕のいけずな婚約者」 won the 「Renta!マンガ大賞2025 男性部門 もどかしいラブコメ賞」.
	Sports	1,485 +218	<p><u>New Japan Pro-Wrestling</u></p> <ul style="list-style-type: none"> • Net sales decreased QoQ following seasonal trends, but increased YoY as attendance grew, driven by the excitement of Hiroshi Tanahashi's final road to retirement. <p><u>STARDOM</u></p> <ul style="list-style-type: none"> • Net sales increased both YoY and QoQ, driven by a growth in attendance. • Attracted 6,563 attendees to 「JR東海 推し旅 presents STARDOM DREAM QUEENDOM 2025」 (Ryogoku Kokugikan) on December 29, 2025, marking the highest attendance for a STARDOM event at this venue.

Quarterly Consolidated Performance: Net sales/Gross profit/Gross profit margin

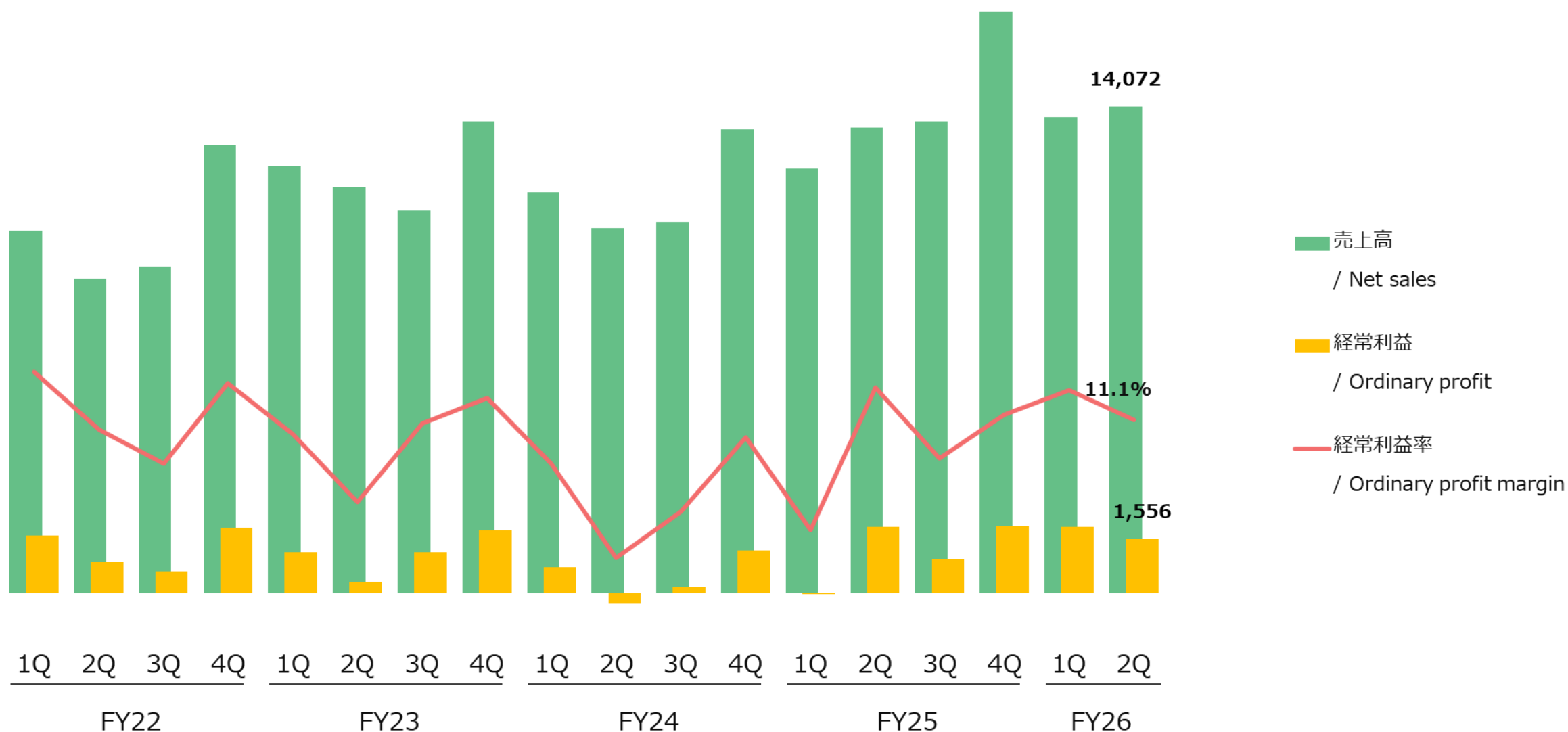
(百万円 / million yen)



(百万円 / million yen)



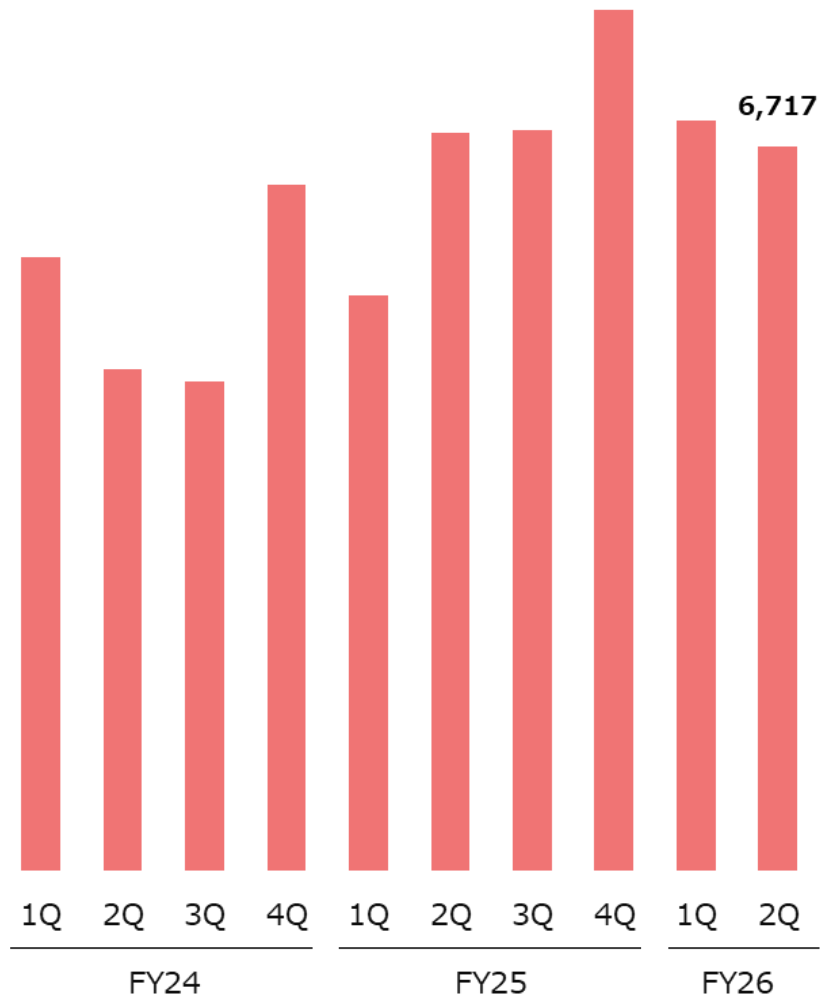
(百万円 / million yen)



Topics

(百万円 / million yen)

売上高 / Net sales



Net sales

6,717 million yen

YoY

▲122 million yen

- Net sales decreased YoY and QoQ , reflecting fewer releases of large-scale products (Booster Packs) but results progressed solidly.
- Cardfight!! Vanguard: solid.
- Weiß Schwarz: steady.
- hololive OFFICIAL CARD GAME: solid. * Planning and development: COVER Corp. Sales and co-management: Bushiroad Inc.



December 26, 2025
Cardfight!! Vanguard
Booster Pack
「冥淵葬空(めいえんそうくう)」



December 19, 2025
Cardfight!! Vanguard
Booster Pack 11:
Symphony of Might & Bloom



October 24, 2025
Weiß Schwarz
Booster Pack
ブルーアーカイブ The Animation



December 19, 2025
hololive OFFICIAL CARD GAME
Booster Pack
"アヤカシヴァーミリオン"



Weiß Schwarz

Japanese editions (Booster Packs)

FY26 1Q	<ul style="list-style-type: none"> Summer Pockets REFLECTION BLUE Re:Edit Toy Story 30YEARS & BEYOND 	<ul style="list-style-type: none"> 怪獣8号 MARVEL Vol.3 [MARVEL STUDIOS]
FY26 2Q (当四半期)	<ul style="list-style-type: none"> デート・ア・ライブ Vol.3(※Recognized in FY26 1Q) ブルーアーカイブ The Animation 彼女、お借りします Vol.2 	<ul style="list-style-type: none"> きんいろモザイク 15th Anniversary プロジェクトセカイ カラフルステージ！ feat. 初音ミク Vol.3
FY26 3Q	<ul style="list-style-type: none"> 『テイルズ オブ』シリーズ アニメ『ウマ娘 シンデレラグレイ』 アサルトリリィ Last Bullet 	<ul style="list-style-type: none"> D.C. Re:tune 〜ダ・カーポ〜 リチューン 青春ブタ野郎はサンタクローズの夢を見ない 葬送のフリーレン 新装版

English editions (Booster Packs)

FY26 1Q	<ul style="list-style-type: none"> MyGO!!!!! × Ave Mujica 	<ul style="list-style-type: none"> Disney Mirrorverse
FY26 2Q (当四半期)	<ul style="list-style-type: none"> Azur Lane Vol.2(※Recognized in FY26 1Q) 	<ul style="list-style-type: none"> KONOSUBA -God's blessing on this wonderful world! Re:Edit
FY26 3Q	<ul style="list-style-type: none"> TV Anime "DANDADAN" Makeine: Too Many Losing Heroines! 	<ul style="list-style-type: none"> FAIRY TAIL 100 YEARS QUEST 【OSHI NO KO】 Vol.2

* (※Recognized in FY26 1Q) : Noted for major titles where the recognition quarter differs from the release month due to shipping timing.

*While this document features only major booster products, various other items, such as deck products, are also being released.

*Release dates and other information are based on the official Weiß Schwarz website; only titles announced as of February 13, 2026, are included.



Cardfight!! Vanguard



"Cardfight!! Vanguard" marks its 15th anniversary this year. Stay tuned as we sequentially roll out various initiatives to liven up the anniversary year.



Palworld OFFICIAL CARD GAME

The "Palworld OFFICIAL CARD GAME" a new title based on the world of the global hit "Palworld," is scheduled for release on July 30, 2026, simultaneously in Japanese, English, and Simplified Chinese.



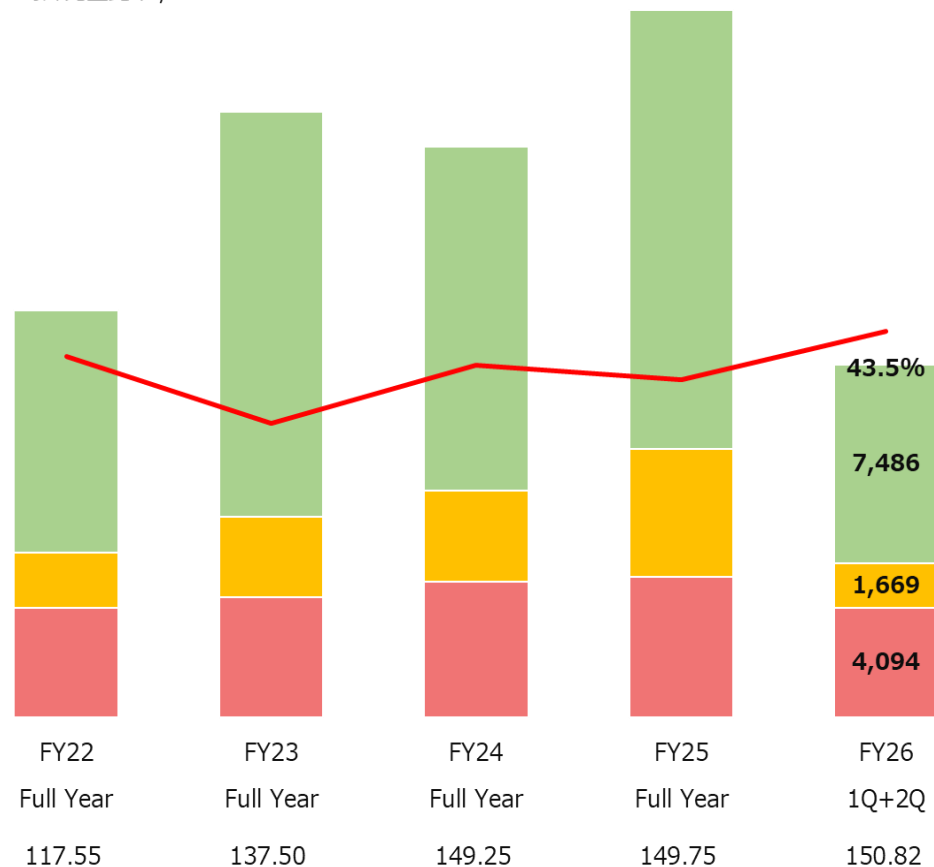
Early trial events begin Spring 2026 at card shops/venues globally. Participants get a free prototype deck!

*Prototype contents subject to change from final product.

Trial booth also coming to "カードゲーム祭2026" this May.

(百万円 / million yen)

- 日本語版（国内出荷分）売上高 / Net sales of the Japanese editions (Domestic shipments)
- 日本語版（海外出荷分）売上高 / Net sales of the Japanese editions (Overseas shipments)
- 外国語版 売上高 / Net sales of the foreign language editions
- 海外売上比率 / Overseas sales rate



Domestic sales (1Q+2Q) **7,486** million yen YoY ▲229 million yen

Overseas sales (1Q+2Q) **5,764** million yen YoY +1,507 million yen

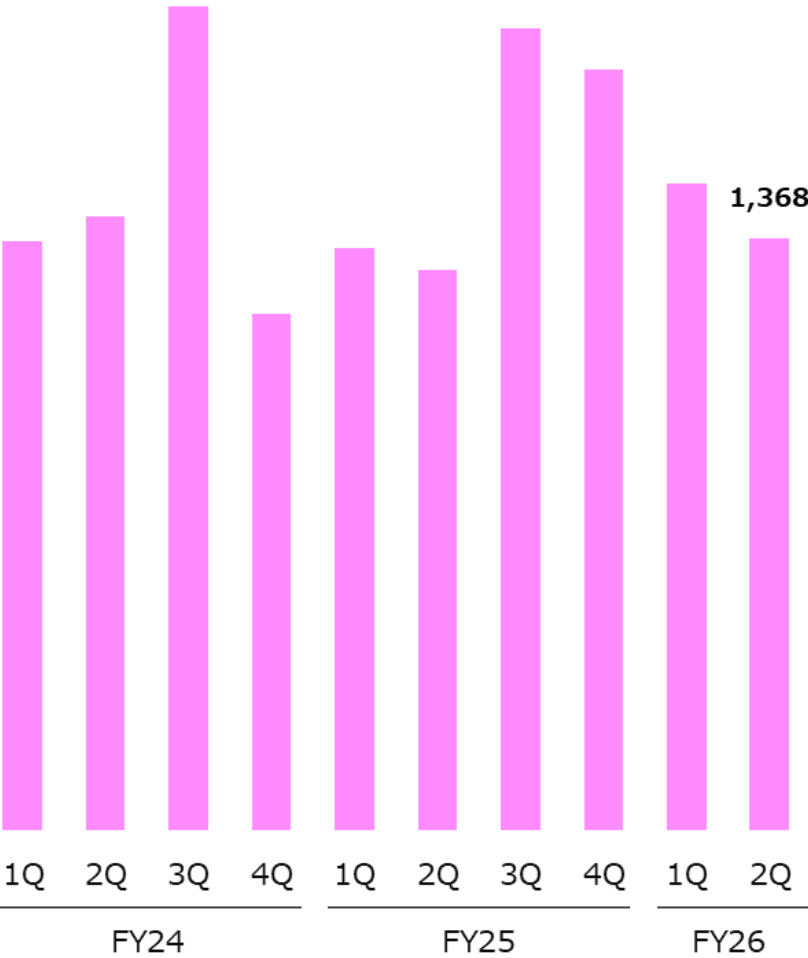
Overseas sales ratio (1Q+2Q) **43.5** % YoY +7.9 Pt

Driven by Cardfight!! Vanguard (Japanese and English editions), hololive OFFICIAL CARD GAME (English edition),
(* Planning and development: COVER Corp. Sales and co-management: Bushiroad Inc.)
etc., overseas sales showed solid performance.

* Foreign language version is the total of English and Chinese version. Overseas net sales is the total of Japanese version (overseas shipments) and foreign language versions.

* The average rate during the period is listed for reference.

(百万円 / million yen)
売上高 / Net sales



Net sales	1,368 million yen	YoY	+70 million yen
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- Two console titles, “The Ancient Magus' Bride Midsummer Pilgrimage” and “D.C. Re:tune,” were released.
- The new mobile game “HUNTER×HUNTER NEN×SURVIVOR” launches simultaneously worldwide in February 2026.
- The new console game “Weiß Schwarz Online” is scheduled for release in Autumn 2026.
- The new mobile game “BanG Dream! Our Notes” is scheduled for release in 2026.



February 18, 2026 Simultaneous Worldwide Release

Mobile game
“HUNTER×HUNTER NEN×SURVIVOR”

FY26 1Q

FY26 2Q(The quarter under review)

FY26 3Q

In and after FY26 4Q / TBD

Visual Novels

In-House IP September 2025



ROAD59 -新時代任侠特区-
摩天楼モノクロ抗争

*

October 2025



魔法使いの嫁 盛夏の幻と夢見る旅路

Licensed IP

October 2025



D.C. Re:tune ~ダ・カーボ~ リチューン

Original IP

January 2026



DUSK INDEX: GION

Licensed IP

March 2026



Lilac -side Witch-



Lilac -side Wizard-

Others

Licensed IP July 2025



HUNTER×HUNTER NEN×IMPACT

IP platform Autumn 2026



ヴァイスシュヴァルツオンライン

Mobile game

Licensed IP

February 2026



HUNTER×HUNTER NEN×SURVIVOR

In-House IP

2026

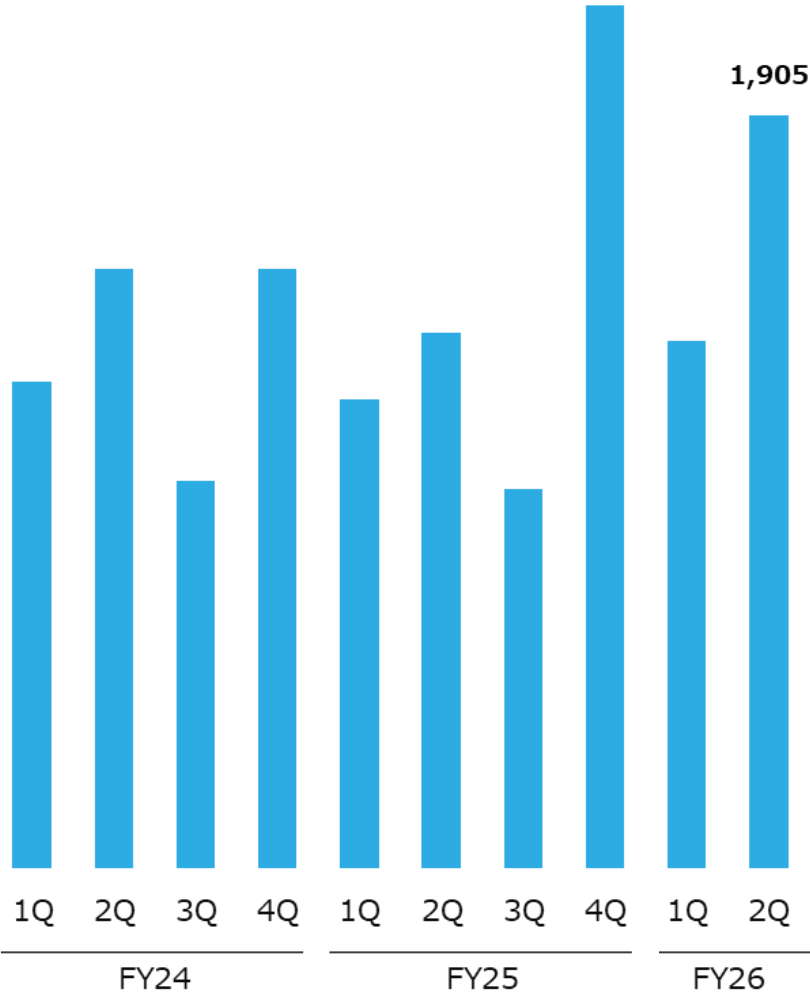


BanG Dream! Our Notes

- * “魔法使いの嫁” is a comic published by the Company. The copyright belongs to the author, Kore Yamazaki.
- * Release dates are based on the Japan region, and only titles announced as of February 13, 2026, are listed.
- * Development costs for Console games are recognized as R&D expenses at the stage they are incurred.
- * Only the master version development costs for mobile games are subject to straight-line amortization over 12 months from the release.
- * **Original IP** The In-House IP making its debut with the game
- * **IP platform** Platform featuring both in-house and licensed IP

In addition,
3 console games are under
development.

(百万円 / million yen)
売上高 / Net sales



Net sales **1,905** million yen YoY **+547** million yen

- Held major live events, including the MyGO!!!!!×Ave Mujica Joint Live 「Beyond the Fork in the Road」 Shanghai extra performance and MyGO!!!!! 8th LIVE 「想いのかたちが積もるとき」.
- Net sales increased YoY and QoQ, driven by multiple CD releases; performance is progressing solidly.



December 3, 2025
MyGO!!!!! 8th Single
「静降想」



December 10, 2025
Ave Mujica 3rd Single
「S/」 The Way / Sophie」



October 11 and 12 2025
BanG Dream! SHANGHAI LIVE 2025
MyGO!!!!!×Ave Mujica Joint Live
"Beyond the Fork in the Road"



December 6, 2025
MyGO!!!!! 8th LIVE 「想いのかたちが積もるとき」

● Poppin'Party New Year LIVE 「Happy BanG Year!!」



Poppin'Party New Year LIVE "Happy BanG Year!!" was held on January 3, 2026, and attracted a large number of visitors.

● New Cross-Media Project "ZERO RISE":
Stage Play & Anime Production Confirmed!



Unveiled full character/cast details for the new cross-media project "ZERO RISE." Announced future media-mix expansions: Stage and TV anime adaptations. The stage play "ZERO RISE" is slated for a 20-performance run starting in May 2026.

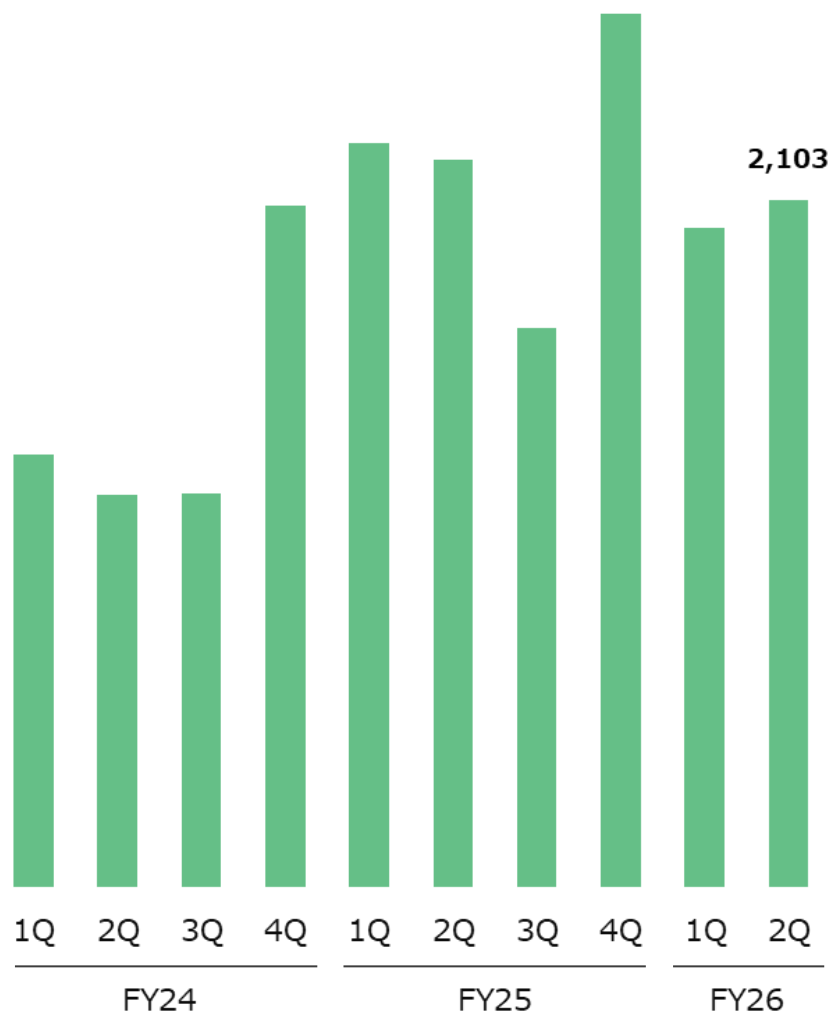
● Large-scale live events in Japan
~FY26 3Q Outlook: Many live events are scheduled,
while the number of new CD releases is expected to decrease.~

FY26 2Q (The quarter under review)	<ul style="list-style-type: none">• December 6, 2025 MyGO!!!!! 8th LIVE (KEIO ARENA TOKYO)• December 7, 2025 RAISE A SUILEN×TOGENASHI TOGEARI 「RAISE MY CATHARSIS」 (KEIO ARENA TOKYO) and more
FY26 3Q	<ul style="list-style-type: none">• January 3, 2026 Poppin'Party New Year LIVE 「Happy BanG Year!!」 (TOKYO GARDEN THEATER)• February 14-15, 2026 Roselia ASIA TOUR 「Neuweltfahrt」 in Tokyo -Final- (TOKYO GARDEN THEATER)• February 28, 2026 BanG Dream! 10th Anniversary LIVE 「In the name of BanG Dream!」 (K-Arena Yokohama)• March 1, 2026 MyGO!!!!!×Ave Mujica TWO-MAN LIVE 「"moment / memory"」 (K-Arena Yokohama) and more
FY26 4Q	<ul style="list-style-type: none">• May 3, 2026 Poppin'Party×Roselia Joint LIVE 「DREAMS GO ON」 (Ariake Arena) and more

*Only events announced as of Feb 13, 2026, are listed.

(百万円 / million yen)

売上高 / Net sales



Net sales

2,103 million yen

YoY

▲122 million yen

• Sales decreased YoY due to the temporary demand for MD in foreign countries in FY25 2Q but results progressed solidly.

• The figure brand "PalVerse" is performing well both domestically and overseas. With many inquiries from licensors and distributors, brand evaluation is steadily improving. "PalVerse" shelves can be found in 50 Don Quijote stores nationwide. Our international market presence has grown, with our products now available in wholesales supermarkets.

• Prize products for mini claw crane machines such as "Puchish!" remained favorable

• Apparel and other products featuring MyGO!!!!! 8th LIVE "Omoi no Katachi ga Tsumoru Toki" maintained stable sales for the Live MD section.



PalVerse Haikyuu!! vol.2



Puchish! Bungo Stray Dogs

Expansion of "PalVerse" worldwide



Promote box version of capsule toys



Promote the expansion of the box version of capsule toys to the overseas market, utilizing the sales channels established through "PalVerse".

Further expansion of the prize business



The outstanding performance of our prize business has enabled us to strengthen our product development section and overseas operation. We will continue to meet demand for the rapidly growing mini claw crane machine market.

Stronger customer engagement through directly operated stores



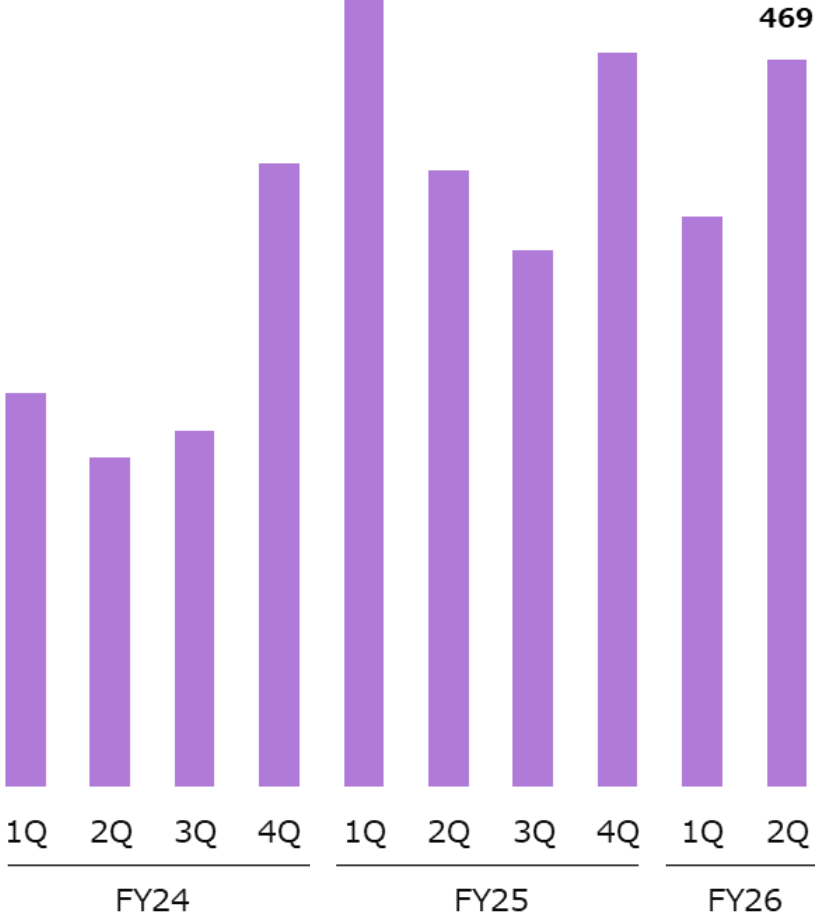
January 2026: Opening of "Annivroad"



Scheduled to open in Spring 2026: "BanG Dream! STORE"

(百万円 / million yen)
売上高 / Net sales

Sales increased as a result of
distributing the movie
“劇場版すとぷり はじまりの物語
～Strawberry School Festival!!!～.”



Net sales

469 million yen YoY +70 million yen

Starting this term, the Media Content Unit integrating both the advertising and publishing businesses was launched. Through this integration, the entire process, from content creation to promotion, is to be propelled in a unified manner. The objective is to become the Group’s IP development engine.

- In the publishing business, popular titles contributed to sales for both new and backlist titles, and results progressed solidly.
- Released Volume 23 of the core title 「魔法使いの嫁」 in October.

「僕のいけずな婚約者」 won the 「Renta!マンガ大賞2025 男性部門 もどかしいラブコメ賞」.

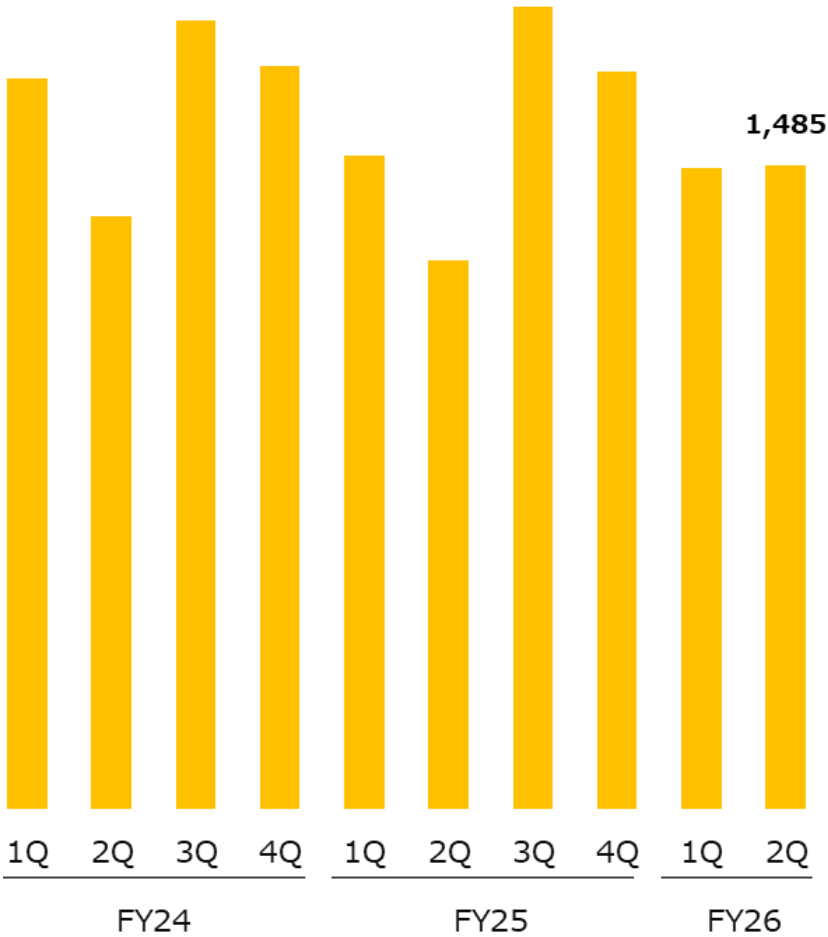


Volume 23 was released in October 2025
「魔法使いの嫁」



Volume 3 was released in November 2025
「僕のいけずな婚約者」

(百万円 / million yen)
売上高 / Net sales



Net sales	1,485 million yen	YoY	+218 million yen
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New Japan Pro-Wrestling

- Net sales decreased QoQ following seasonal trends, but increased YoY as attendance grew, driven by the excitement of Hiroshi Tanahashi’s final road to retirement.
- Content revenue also increased, driven by PPV events, including the November 19, 2025 「肅清の夜～PURGE NIGHT OF TORTURE～」.

STARDOM

- Net sales increased both YoY and QoQ, driven by a growth in attendance.
- Attracted 6,563 attendees to 「JR東海 推し旅 presents STARDOM DREAM QUEENDOM 2025」 (Ryogoku Kokugikan) on December 29, 2025, marking the highest attendance for a STARDOM event at this venue.
- Saya Kamitani became the first female wrestler ever to win the "東京スポーツ新聞社制定 プロレス大賞" “MVP”, generating significant buzz.



November 19, 2025
New Japan Pro-Wrestling
肅清の夜～PURGE NIGHT OF TORTURE～



December 29, 2025 STARDOM
JR東海 推し旅 presents STARDOM
DREAM QUEENDOM 2025



STARDOM Saya Kamitani



FY26 3Q 「サンセイアールアンドディ presents WRESTLE KINGDOM 20 in 東京ドーム 棚橋弘至引退」 Tokyo Dome: 46,913 (Sold Out / Full House)

On 4 January 2026, NJPW held 「サンセイアールアンドディ presents WRESTLE KINGDOM 20 in 東京ドーム 棚橋弘至引退」 held on January 4, 2026, we featured Hiroshi Tanahashi's retirement match and Aaron Wolf's debut match, drawing a sold-out capacity crowd of **46,913** attendees. The prime-time broadcast of the event marked a historic milestone—the first in **24 years** since May 2002—and garnered immense attention from various sectors.



FY26 4Q Nationwide Broadcast on TV Asahi Network Confirmed for NJPW's June 14 Osaka-jo Hall Event



NJPW's biggest event of the first half, "**DOMINION 6.14 in OSAKA-JO HALL**," has been confirmed for a nationwide network broadcast.

STARDOM

FY26 4Q ALL STAR GRAND QUEENDOM 2026

STARDOM's biggest annual event, **All Star Grand Queendom 2026**, is scheduled to take place at Yokohama Arena on 26 April 2026.

Progress against Consolidated Performance Forecasts for FY26

(百万円 / million yen)	Results (Q2 Cumulative Results)	Performance forecasts (full-year)	Progress
Net sales	27,839	56,000	49.7%
Operating profit	2,908	4,500	64.6%
Operating profit margin	10.4%	8.0%	-
Ordinary profit	3,488	4,600	75.8%
Ordinary profit margin	12.5%	8.2%	-
Net profit attributable to owners of parent	2,577	2,700	95.4%

Performance through the second quarter remained solid across all business segments, continuing the momentum from the first quarter, and the progress rate against full-year earnings forecasts remains at a high level.

[Outlook for the Second Half]

We anticipate a temporary soft performance in the third quarter.

In the TCG segment, we will implement product specification updates for our flagship titles, "Weiß Schwarz" and "Cardfight!! Vanguard," in the fourth quarter. These changes aim to enhance long-term user experience and expand the fan base; consequently, we anticipate the third quarter will serve as a transitional period.

Furthermore, we expect a temporary increase in advertising and marketing expenses in the third quarter due to the announcement of the new IP "ZERO RISE" and the release of the new mobile game "HUNTER×HUNTER NEN×SURVIVOR." Please note that foreign exchange gains or losses are not factored into the ordinary profit forecast.

Taking these factors into account comprehensively, there are no changes to the full-year consolidated performance forecasts at this time.

December 17, 2025
Business Alliance Agreement: GENDA and Bushiroad
— Global Expansion and IP Value Enhancement —

We are pleased to announce that GENDA Inc. and Bushiroad Inc. have concluded a business collaboration agreement aimed at comprehensive collaboration focusing on overseas expansion and IP utilization.

<Purpose and Background of the Business Alliance>
GENDA’s growth strategy is to achieve “Continuous Transformational Growth” through M&A in the entertainment industry, and it operates its business in two segments: “Entertainment Platform Business,” which operates amusement arcades and karaoke facilities, etc., and “Entertainment Contents Business,” which handles the upstream areas of entertainment such as IP (Intellectual Property). Both domestically and internationally, GENDA operates approximately 1,100 locations, including amusement arcades such as “GiGO,” the karaoke chain “Karaoke BanBan” and the photography studio “Studio CARATT” as well as approximately 14,000 mini-locations (mainly a gaming corner with 30 or fewer game machines installed). GENDA operates in multiple regions, including North America, Europe and Asia. Bushiroad, since its establishment in 2007, has achieved growth primarily by producing and selling Trading Card Games (TCG), along with various other content production operations. Its core strength lies in its “IP Developer Strategy,” which involves the media-mix deployment of IP across multiple formats, including games, anime, and music concerts. By carrying out multifaceted development and promotion – ranging from the creation of original IP to its expansion into anime, games, comics, merchandise, cards, and more – Bushiroad excels at achieving widespread recognition and growth for its IP. This business collaboration aims to enhance experiential value through deeper collaboration and cooperation overseas, strengthen the collaborative structure, and ultimately increase the enterprise value of both companies by mutually utilizing the business resources and expertise of both companies. Based on the two companies' existing track record of collaboration, they will achieve growth by building an even stronger partnership.

December 23, 2025 Notice: Regarding the Cancellation of Treasury Shares (Cancellation of treasury shares pursuant to the provisions of Article 178 of the Companies Act)

Bushiroad Inc. hereby announces that, at a meeting of its Board of Directors held on December 23, 2025, it resolved to cancel its treasury shares pursuant to the provisions of Article 178 of the Companies Act, as follows.

1. Reason for cancellation	To improve capital efficiency and enhance shareholder returns
2. Class of shares to be cancelled	Common stock of the Company
3. Number of shares to be cancelled	6,000,000 shares (4.19% of the total number of issued shares before cancellation)
4. Scheduled date of cancellation	December 30, 2025

(Reference)
Total number of issued shares after cancellation: 137,225,100 shares
Number of treasury shares after cancellation: 1,592,934 shares

Appendix

<IP Platform TCG>




Weiß Schwarz

(There is no work called Weiß Schwarz.)



Each product features a different IP,
with cards created accordingly.
Fans of different IPs can enjoy matches
using the same rule set.

IP

This Month	Next Month	The Month after Next
Detective Opera Milky Holmes	Revue Starlight	BanG Dream!
		
Detective Opera Milky Holmes	Revue Starlight	BanG Dream!

※1




<In-House Original TCG>

Cardfight!! Vanguard



Continued development of original IP
"Vanguard" products

IP

This Month	Next Month	The Month after Next
Vanguard	Vanguard	Vanguard
		
BT01 「Fated Clash」	BT02 「Illusionless Strife」	BT03 「Dimensional Transcendence」

※1

※2

※1 Actual release schedule may differ. ※2 Some collaboration products are also included.

IP DEVELOPER

新時代のエンタテインメントを創出する

Intellectual Property

IP has a wide meaning including works, characters, and others at Bushiroad Inc.

"One-stop media mix" to swiftly implement various corporate activities within the Group that are essential for the creation and growth of IP. Then, **"promotion"** throughout the Group that utilizes know-how and alliances is strongly disseminated and IP is widely recognized. This is Bushiroad's **IP Developer Strategy**.

Bushiroad Unit	BI Unit	Live Entertainment Unit	MD Unit	Media Content Unit	Sports Unit
<ul style="list-style-type: none"> • Bushiroad Inc. • Bushiroad Asia Inc. 	<ul style="list-style-type: none"> • Bushiroad International Pte. Ltd. • Bushiroad USA Inc. • GORIN TECHNICAL INDUSTRY (MALAYSIA) SDN. BHD. • WORLD CARD PRODUCTS (SINGAPORE) PTD. LTD. 	<ul style="list-style-type: none"> • Bushiroad Music • Theater company HIKOSEN 	<ul style="list-style-type: none"> • Bushiroad Creative 	<ul style="list-style-type: none"> • Bushiroad Works • Bushiroad Move • gamebiz, Inc. 	<ul style="list-style-type: none"> • New Japan Pro-Wrestling Co., Ltd • New Japan Pro-wrestling of America, Inc. • STARDOM, Inc.
<ul style="list-style-type: none"> - Trading Card Game (TCG) - IP development - Operation of licenses within the group - Mobile games - Console games 	<ul style="list-style-type: none"> - English version of trading card game (TCG) 	<ul style="list-style-type: none"> - Music Live - Music Package, Distribution - Stage, Mask Played Musical - Music Copyright 	<ul style="list-style-type: none"> - Merchandise - Figure - Capsule toys - Sales of health food toys 	<ul style="list-style-type: none"> - IP development - Books, e-books - Advertising agency - Voice acting agency - Video, radio, sound - Distribution - Information website 	<ul style="list-style-type: none"> -Pro-Wrestling shows -Pro-Wrestling films - Production and distribution of content - Professional wrestling goods Planning and sales



"BanG Dream!" is a next-generation girls band project where anime, games, comics and live performances all come together in a media mix. Among the many music-related anime contents, **the project leads the way in a style where the character voice actors actually play instruments and perform live.** Along with the growth of characters through anime, games and comics, the strength of the project is in allowing the fans to enjoy the growth of the band in real life through live concerts and music software.

Bushiroad Unit · BI Unit

Media Content Unit

Live Entertainment Unit

MD Unit



Card Product



Digital Game



TV Anime



Publication



Live events



CD · Blu-ray



Various goods

Executed speedily within the group **One-Stop Media Mix**



Promotion development across the group leveraging know-how and alliances

Transportation advertising

SNS · Web advertising

TVCM

Exhibition Event · Presentation

Distribution

Bushiroad Inc. aims to further demonstrate its presence and realize monetization in the entertainment market by making use of “**Creativity (Idea)**” and “**Capabilities for Promotion**” built on our experience as an IP developer and reinforcing the position as a “**Platform Company**” which enhances the values of IPs collaborating with IPs of other companies.



Disclaimer

This material has been prepared based on the information available to the Company at the time of its preparation. The Company offers no guarantee of its realization. Furthermore, please note that the materials include financial information based on past financial statements or the like that has not been audited by an independent certified public accountant or audit corporation, or management figures not based on financial statements or the like.