November 27, 2020

Bushiroad to Conclude Capital and Business Partnership with BROCCOLI

Name	Bushiroad Inc. (Securities Code: 7803)
Overview	Bushiroad resolved at its board of directors' meeting that it will conclude a capital and business partnership with BROCCOLI Co., Ltd.
Purpose of partnership	The Bushiroad Group's mission is to create entertainment for a new era as a developer of intellectual property (IP) who creates, acquires, and develops high-quality IPs. While it strives to enhance its services for existing titles, Bushiroad is proactively investing in the development of new IPs as well as the building of partnerships with prominent IPs of other companies. On the other hand, BROCCOLI produces content and manufactures physical goods, and boasts a track record of planning and developing prominent content. The Group positioned BROCCOLI as one of its investment targets holding prominent IPs and acquired 3.89% of issued shares, excluding treasury shares, from September 2019 to December 2019. At the same time, the Group engaged in discussions towards collaboration. Through discussions on specific matters, it was decided that joint planning, research, development, design and production of content, new products and new services, as well as implementation of sales measures pursuing those effects in addition to promoting cooperation through a stronger relationship will contribute to business development and shareholder benefit for both companies.
Details of business partnership	As the first step, the two companies will promote the reboot of Di Gi Charat, a title that continues to be active and enjoys enduring popularity even after 20 years since its creation.

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