April 26, 2021

Bushiroad to Conduct Company Split (Simplified Absorption-Type Company Split) with Consolidated Subsidiary

Name	Bushiroad Inc. (Securities Code: 7803)	
Overview	Bushiroad resolved at its board of directors' meeting to conduct a simplified absorption-type company split to make Bushiroad Creative Inc., its consolidated subsidiary, succeed part of its business.	
Purpose of company split	Bushiroad's MD&EC Department has been mainly conducting merchandising within the group for which the basic strategy is IP development. The purpose of the company split is to enhance merchandising across the group by concentrating business operations at Bushiroad Creative which develops such in wider product categories and channels including other companies' IPs. By consolidating the planning and marketing structure of the business through the company split, the company will pursue enhancement of productivity and competitiveness of the entire business.	
Schedule	Resolution date	April 26, 2021
	Contract conclusion date	May 2021 (planned)
	Effective date	July 1, 2021 (planned)
Business to be split	Business to be split	Merchandising and e-commerce business
	Performance of the business to be split (fiscal year ended July 2020)	Net sales: 2,378,042 thousand yen Gross profit: 1,236,773 thousand yen
	Items and amount of assets and liabilities to be split	Bushiroad Creative will succeed all of the assets, liabilities and other rights and obligations concerning merchandising and e-commerce business in principle, but the details will be decided by the effective date of the company split through discussions between the parties concerned after the conclusion of the contract.

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