Press Release

New Game Based on the Anime "My Hero Academia" "My Hero Academia UNITED SURVIVAL" Launches Today, August 6! Pre-Registrations Surpass 1 Million!

gumi Inc.
(Code: 3903; TSE Prime Market)

Tokyo, Japan – gumi Inc. (Headquarters: Shinjuku-ku, Tokyo; President and CEO: Hiroyuki Kawamoto) announced that its new game based on the "My Hero Academia" anime series, co-developed with KLab Inc. (Headquarters: Minato-ku, Tokyo; President and CEO: Tetsuya Sanada), officially launched today, August 6th, 2026. Global pre-registrations have surpassed 1 million, and additional pre-registration rewards will be distributed to all players.



"My Hero Academia UNITED SURVIVAL" Links & Information

- App Store *Not available in some regions
  https://mhahs.go.link/8GcRt
- Google Play *Not available in some regions
  https://mhahs.go.link/8BrGv
- Official Website
  https://www.heroaca-unitedsurvival.com/en/
- MHA UNITED SURVIVAL Web Shop
  https://shop.heroaca-unitedsurvival.com/?utm_medium=x_en

1 Million Pre-Registrations Achieved! All Players Receive 1x LR Collection "Stand Victorious!"



"Running Start Login Bonus" Now Live to Celebrate the Launch!



Start playing today and simply log in daily for 30 days to claim a massive bundle of rewards! Player will get their hands on items perfect for a running start, including 30,000 Herostones (Free) , enough for 120 enlistments, plus 10 Featured Enlistment Tickets, 20 Equipment Enlistment Tickets, and many more enhancement materials!

Bonus Overview:

- Herostone (Free) x30,000 total (enough for 120 Enlistments)
- "How I Became the World's Greatest Hero" Shard (LR Collection) x360
- "Stand Victorious!" Shard (LR Collection) x60
- Featured Enlistment Ticket x10
- Equipment Enlistment Ticket x20
- Heroics Textbooks: Advanced x30 / Intermediate x60 / Intro x300
- Average Dumbbell x150

MHA UNITED SURVIVAL Web Shop Now Open!



The MHA UNITED SURVIVAL Web Shop is now open, offering great deals on Herostones!
The shop features Web Shop-exclusive items, and you can also claim a free "Pork Cutlet Bento" once per day.

・MHA UNITED SURVIVAL Web Shop
https://shop.heroaca-unitedsurvival.com/?utm_medium=x_en

Stay tuned to our official X account for more information.
My Hero Academia UNITED SURVIVAL official X account:
https://x.com/MHA_HS_en

About "My Hero Academia UNITED SURVIVAL"

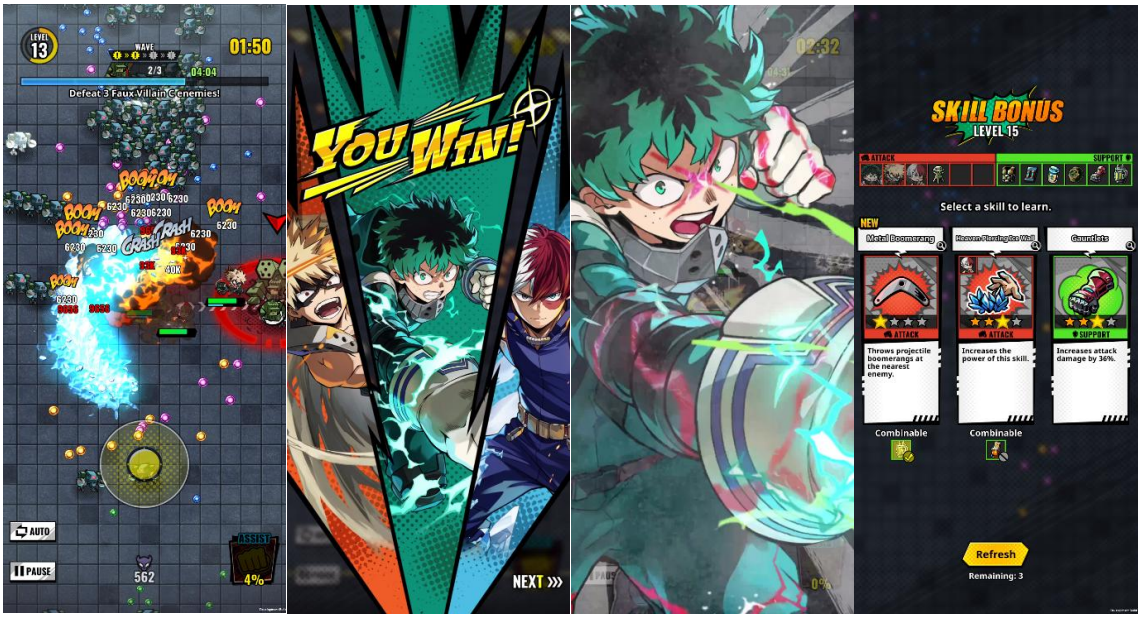
◆ A fast, intuitive Action Game!
Unleash your Quirk and dominate hordes of enemies in explosive action combat!

◆ Build your own 3-person squad!
A colorful cast of heroes and villains awaits!

◆ Unleash flashy ultimate moves!
Combine your Quirks and unleash powerful combo attacks!

◆ A unique experience every run!
Experience a roguelite adventure that evolves with every upgrade!

◆ Exclusive content found only here!
Experience not only the original MHA story, but also exclusive game-original storylines and never-before-seen special moves!



About the "My Hero Academia" Anime Series



The "My Hero Academia" anime series is based on the popular manga by Kohei Horikoshi, which was serialized for ten years in *Weekly Shonen Jump* (published by Shueisha) and has surpassed 100 million copies in circulation worldwide.
The story is set in a world where approximately 80% of the population possesses supernatural abilities known as "Quirks."
High school student Izuku Midoriya (also known as "Deku") and his classmates at U.A. High School strive to become Heroes—professionals who protect society from disasters and "Villains" who abuse their Quirks—in this unfolding story of growth, battle, and friendship.

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"My Hero Academia UNITED SURVIVAL" Overview

Title: My Hero Academia UNITED SURVIVAL
Release Date: August 6, 2026
Distribution: KLab Inc.
Platform: App Store / Google Play / PC (Windows)
Region: Worldwide (Excluding Mainland China)
Price: Free-to-play (In-game purchases available)
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Official X Account: https://x.com/MHA_HS_en

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About gumi

Guided by our mission "Wow the World! Delivering wonders and excitement to everyone," gumi operates two primary businesses: Neo-Media Entertainment and Neo Crypto.

In our Neo-Media Entertainment Business, we develop games that combine our proprietary game engine with leading IPs from other companies, while also actively acquiring IPs through production committee investments and expanding into adjacent entertainment businesses.

In our Neo-Crypto Business, we are expanding our operations through the holding and active management of crypto assets centered on XRP, crypto-asset portfolio management and system development at Hinode Technologies, and fund-related activities as key business pillars.

Company Name	gumi Inc.
Location	Sumitomo Fudosan Nishi-Shinjuku Building No. 5, 3F, 4-34-7 Nishi-Shinjuku, Shinjuku-ku, Tokyo 160-0023 Japan
Representative	Hiroyuki Kawamoto
Established	June 13, 2007
Capital	¥15,407 million (as of end of April 2026)
Business Description	Neo-Media Entertainment Business Neo-Crypto Business
URL	https://gu3.co.jp/

*The information contained in this press release is current as of the date of publication.

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