July 9, 2026
Bushiroad Inc. (Tokyo Stock Exchange Growth: 7803)

★PRESS RELEASE★

Bushiroad Strengthens Global Expansion
Overseas TCG Sales Ratio Projected to Exceed 50%
-Establishing 2 New Overseas Group Companies and Launching "Palworld OFFICIAL CARD GAME"-

Bushiroad Inc. (Head Office: Nakano, Tokyo; President and CEO: Takaaki Kidani; Securities Code: 7803) hereby announces the establishment of 2 new overseas group companies as part of its strategy for long-term financial growth.
Furthermore, with the simultaneous three-language launch (Japanese, English, and Simplified Chinese) of the "Palworld OFFICIAL CARD GAME," the company's overseas TCG (Trading Card Game) sales ratio is projected to exceed 50% for the first time in company history in the fiscal year ending June 2027.

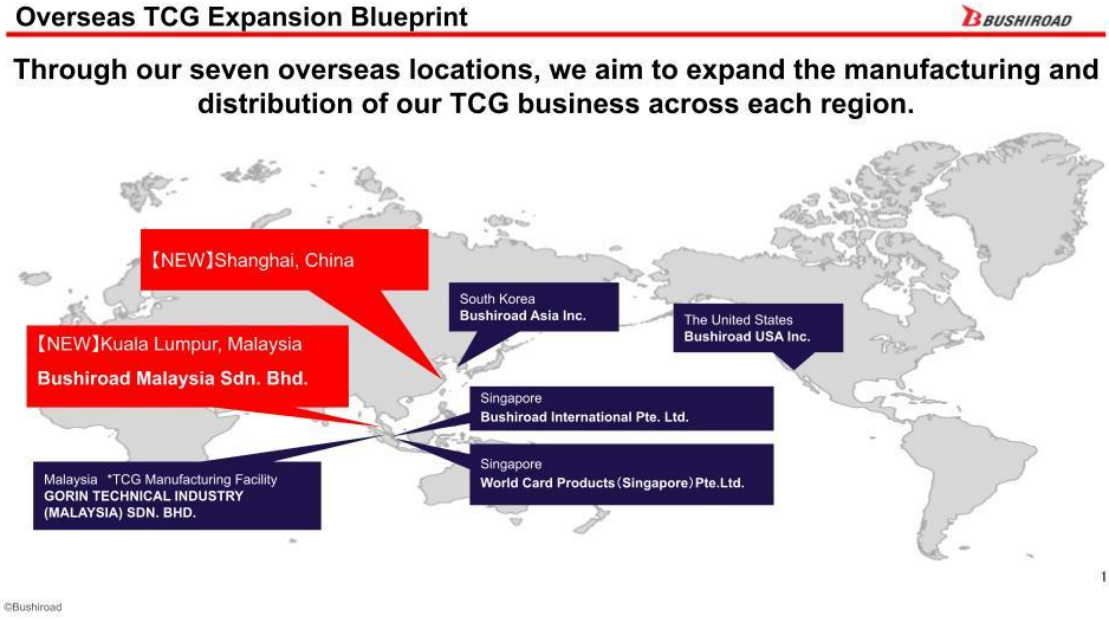
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1. Bushiroad's Global Expansion

Guided by our mission to "Deliver 'excitement' to the world," the Bushiroad Group is actively driving the global expansion of entertainment experiences.
Under our 'Medium-Term Vision 2030,' we have positioned 'Accelerating Global Expansion' as one of our core strategies. While maintaining a stable revenue base in the domestic market, we aim to expand our share in high-potential overseas markets to achieve sustainable growth in corporate value.

2. Establishment of Two New Overseas Group Companies

To promptly build our sales networks and strengthen the localized marketing in Malaysia and China, we will establish new group companies in both countries. This now brings the total number of our overseas group companies to seven, enabling us to implement optimized business operations tailored to the market environment of each region.



(1) New Group Company in Malaysia
Bushiroad Asia Inc., which has established the distribution network for our TCG in the South Korean market, has founded a new local subsidiary in Malaysia. By directly applying the expertise accumulated by Bushiroad Asia, the new company will implement optimized sales and distribution strategies in the Malaysian market, which is expected to see strong growth in the coming years.

- **Company Name:** Bushiroad Malaysia Sdn. Bhd.
- **Location:** Kuala Lumpur, Malaysia
- **President and CEO:** Sungjoon Park *(Current President and CEO of Bushiroad Asia Inc.)*
- **Date of Establishment:** Established in March 2026 *(Scheduled to commence operations within 2026)*

(2)New Group Company in China
Given the scale of the Chinese market, we will transition our Simplified Chinese TCG business to a "local manufacturing and local distribution" model. By shifting from the traditional export model to a more efficient operational structure, we aim to enhance our market competitiveness through shorter lead times and reduced logistics costs.

- **Company Name:** To Be Determined
- **Location:** Shanghai, China
- **President and CEO:** Takami Ohbari *(Current Executive Officer and Head of Sales Planning Division at Bushiroad Inc.)*
- **Date of Establishment:** Summer 2026

3. Simultaneous Global Launch of "Palworld OFFICIAL CARD GAME"
On July 30, 2026, we will launch the "Palworld OFFICIAL CARD GAME" in three languages: Japanese, English, and Simplified Chinese. Initial global shipment for the first booster pack "Dawn of Palpagos" is currently projected to exceed 3.5 million packs, reflecting a strong start.
As part of the brand's global rollout, since June 2026 our staff have been traveling directly to roughly 400 card game shops and other venues across more than 18 countries and regions worldwide to host pre-release sales events and tutorial workshops.
We have also held workshops at major events such as Anime Expo 2026 (held in Los Angeles, USA from July 2–5, 2026), as well as at our own "Card Game Festival" events in Singapore and Korea in August. Across these workshops, we expect approximately 15,000 total participants domestically and internationally.
We will continue to actively exhibit at and expand into major events both in Japan and overseas going forward.
Our goal is to nurture this product into a sustainable TCG brand that contributes to a steady long-term revenue, rather than being a temporary trend.

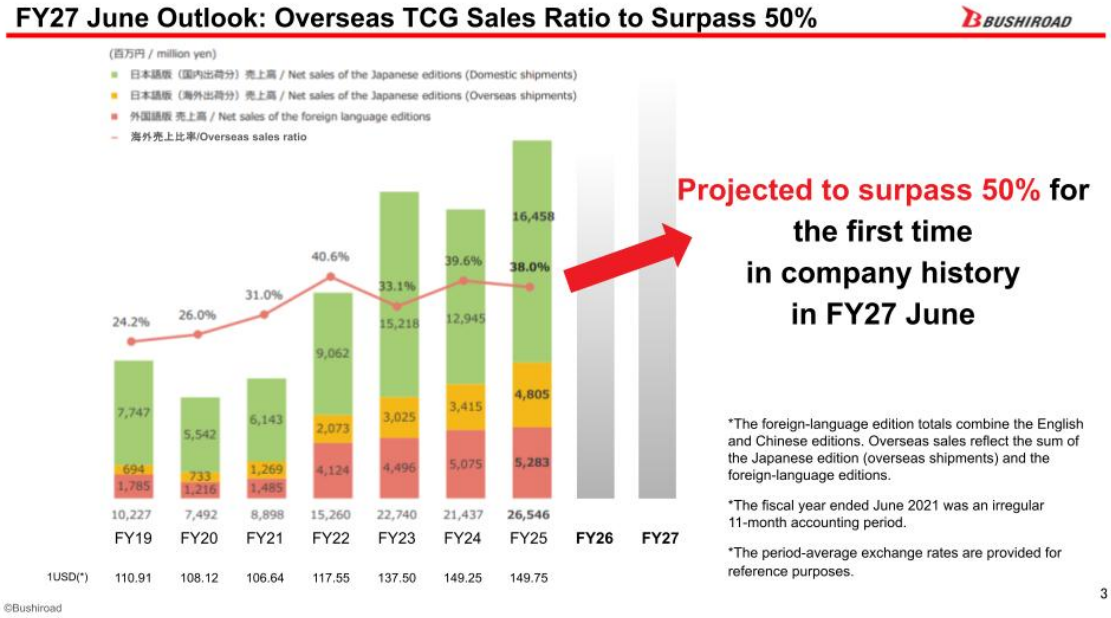
For more details regarding the initial shipment status and future plans of the "Palworld OFFICIAL CARD GAME," please refer to the press release below.
https://bushiroad.com/media/c8c7d8a85f53d288



4. Outlook for Reaching a 50% Overseas TCG Sales Ratio in the Fiscal Year Ending June 2027

As a result of these efforts to strengthen our global expansion, the overseas sales ratio of our TCG business is projected to exceed 50% for the first time in company history in the fiscal year ending June 2027.

The company has transitioned into a new phase of adapting the business model built in the Japanese market to the global market. Moving forward, not only will we accelerate the global expansion of our TCG business, but also our other businesses within the Bushiroad group- striving for solid financial growth and the continuous enhancement of our corporate value.



A video presentation on our future global expansion strategy by Takaaki Kidani, President and CEO, is now available. Please watch it via the link below.
https://youtu.be/TDM1rll7Ujk

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