

GENDA Store Expansion Progress Report

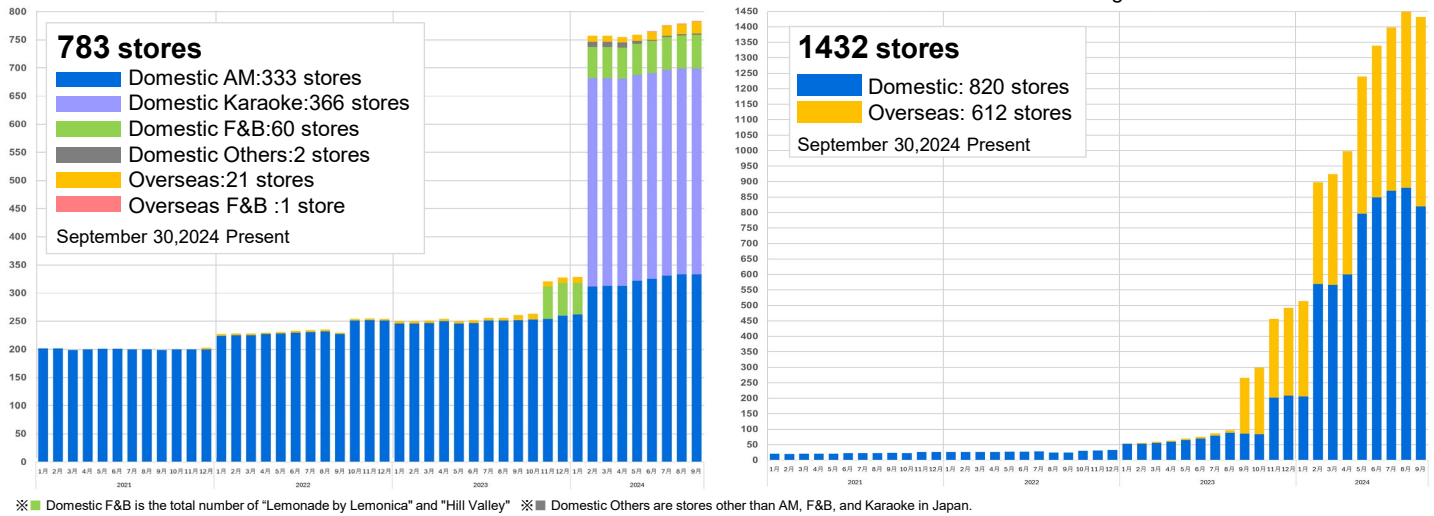
※Period covered: September 1, 2024 – September 30, 2024

1. Number of stores and offices

Number of stores

Number of stores

※Number of mini-locations *Non-staffed game areas



2. Indoor park "FUN VILLAGE" opens in URAWA MISONO

"FUN VILLAGE with Poplar Publishing" lets you enjoy the world of long-selling picture books through a variety of content, while "FUN VILLAGE with PLARAIL and LICCA", the first store in Saitama Prefecture, will have adults hooked too! , a new type of physical e-sports using infrared laser guns, and "FUN VILLAGE in URAWAMISONO", an indoor park that combines these three unique types of content, opened at AEON Mall URAWA MISONO on the 26th. The projection mapping of the picture book created by "Dynamo Amusement", which was set up at the entrance, has also become a hot topic and is already a landmark of the facility.

©TOMY "PLARAIL" "LICCA" ©POPLAR Publishing Co.,Ltd All Rights Reserved.

3. New GiGO store opens in Hiroshima shopping mall

On the 20th, a new GiGO store opened on the second floor of the North Building of the In addition, taking into account its location in a shopping center, it also has print sticker machines and kids' card games that families can enjoy.

4. LEMONADE by Lemonica has opened in OMIYA RAKUUN

On the 20th, LEMONADE by Lemonica OMIYA RAKUUN opened on the first floor of a large discount store, theater, and restaurant complex, just a 3-minute walk from the east exit of Omiya Station. The commemorative event held for the first four days after the opening was also popular, and many customers enjoyed the delicious lemonade from Kanazawa.

5. GiGO makes its first foray into Vietnam.

Two stores open in the center of Ho Chi Minh City and in the suburbs

On the 25th, GiGO opened in "Vincom Plaza 3 Thang 2" in the center of Ho Chi Minh City and in "Vincom Mega Mall Grand Park", a large-scale commercial facility in the suburbs. Both stores are located in high-sensitivity , and are located in convenient shopping spots, and are packed with crane games featuring popular Japanese characters and prizes, as well as carnival games and other games that you can experience for yourself, and are bustling with customers who have been waiting for the opening.

6. Japan's first "fanfancy+ with GiGO" pop-up store opens overseas

On the 28th, the Japanese-style "fanfancy+ with GiGO" shop specializing in "oshi-katsu" opened in Taiwan's Far Eastern Garden City, following on from its previous openings in Ikebukuro, Harajuku and Osaka. This store, which is located next to the Taipei Dome, is popular for its Taipei-only items, miniature photo spots and "Onamae Custom" series, and many customers are supporting the latest oshi-katsu goods from Japan.

