

April 17, 2025

To Our Valued Stakeholders

Company Name	GENDA Inc.	
Name of Representative	Representative Director	Mai Shin
	and President	
	(Code No.: 9166 Tokyo Stock Exchange Growth Market)	
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Notice Concerning Issuance of GENDA Sales Progress Report (April 2025)

We hereby announce the revenue by segment and topics for March 2025. Please kindly note that the figures are preliminary and may be revised later.

Since our growth strategy is M&A, the single month comparison of the revenue growth rate greatly fluctuates depending on the timing of consolidation of target companies of M&A. For more detail on this idea, please refer to “[Q3. What is your idea of issuance of GENDA Sales Progress Report?’ of Frequently Asked Questions and Answers \(February 2025\)](#)” disclosed on February 28, 2025.

We started consolidating SMART EXCHANGE Inc., which runs a foreign currency exchange machine business, in March 2025 and newly created “Tourism” in “Entertainment Platform Business.”

(Unit: million yen)		Single Month Comparison			Cumulative Comparison		
Name of Segment		March 2024	March 2025	YoY	Feb-Mar 2024	Feb-Mar 2025	YoY
Entertainment Platform Business	Amusement	5,686	8,255	+45.1%	10,667	14,876	+39.4%
	Karaoke	2,030	2,566	+26.3%	3,551	4,403	+23.9%
	Tourism	-	211	-%	-	211	-%
	F&B	178	355	+98.9%	297	642	+116.0%
	Sub-total	7,896	11,389	+44.2%	14,516	20,134	+38.6%
Entertainment Contents Business	Character MD	604	476	-21.0%	1,120	919	-17.9%
	Contents & Promotion	559	437	-21.7%	881	696	-20.9%
	Sub-total	1,163	914	-21.4%	2,001	1,615	-19.2%
Grand total		9,060	12,303	+35.8%	16,517	21,750	+31.6%

April
2025

GENDA Store Development Progress Report

*Period covered: March 1 - March 31, 2025

1. 48 amusement arcades of HALOS joined GiGO.

On the 1st, 48 amusement arcades operated by HALOS Corporation joined the stores of GiGO group. With the addition of 48 HALOS stores located in shopping centers in the Kanto, Tokai, Koshinetsu, Hokuriku and Kansai regions to GiGO group, we will actively promote store DX based on GiGO's know-how and have campaigns featuring collaboration prizes of popular characters to attract new customers and provide high satisfaction to existing customers.



HALOS 48 stores

2. 23 stores of “Karaoke JIYU-KAN” joined Shin Corporation (Karaoke BanBan)

On the 1st, 23 stores of Karaoke JIYU-KAN operated by ATOM CORPORATION in the Tohoku, North Kanto, Tokai and Hokuriku regions joined Shin Corporation, which operates Karaoke BanBan. With its joining, it is expected to attract new customers and improve customer satisfaction by deploying new services such as IP collaborations and food and beverages leveraged by business network in amusement, as well as expected to improve the efficiency of store operation by sharing human resources and DX knowledge and making bulk purchase of consumables, etc.



Karaoke JIYU-KAN 23 stores

3. “fanfancy+” opened the first store in Hawaii, U.S.

On the 1st, “fanfancy+,” a specialty store for “Oshi-Katsu,” opened in Ala Moana Center, a commercial facility in Oahu, Hawaii. This is the 6th “fanfancy+” store in Japan and abroad, the first one in the U.S., and the first directly managed store for Fukuya Co., Ltd., GENDA's group company. The store offers a variety of cute designed everyday sundries and acrylic stands suitable for souvenirs and gifts, as well as products with “Hawaii limited design” so that customers can experience Japanese “Oshi-Katsu” culture. The store has received a lot of local customers since its opening and had a good start.



fanfancy+

4. “GiGO Okinawa Outlet Mall ASHIBINAA” opened in the southernmost outlet mall in Japan.

On the 7th, “GiGO Okinawa Outlet Mall ASHIBINAA,” the second GiGO in Okinawa, opened. “Okinawa Outlet Mall ASHIBINAA” is the southernmost outlet mall in Japan, located 15 minutes by car from Naha Airport, and used by inbound and Japanese tourists. The store offers a wide variety of GiGO's exclusive prizes, centered on crane games. Since its opening, the store has been visited not only by tourists but also by many local customers, indicating the high expectations for GiGO.



GiGO Okinawa Outlet Mall ASHIBINAA



GiGO Fuji-Q Highland

5. GiGO opened the first store in Yamanashi. “GiGO Fuji-Q Highland” opened at the same time as Dynamo Amusement's VR attraction.

On the 14th, “GiGO Fuji-Q Highland,” GiGO's first store in Yamanashi, and the VR attraction “Almost Almost Roller Coaster V,” developed and operated by Fuji-Q Highland and Dynamo Amusement Inc., which is a GENDA's group company, opened at the same time. “Almost Almost Roller Coaster V,” which you can enjoy without being affected by weather conditions, is really popular, with more than twice as many customers as planned queueing to ride it, and together with the GiGO store, it is contributing to making new memories at Fuji-Q Highland.



Almost Almost Roller Coaster V

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6. LEMONADE by Lemonica Smark Isesaki opened.

On the 16th, "LEMONADE by Lemonica Smark Isesaki" opened on the first floor of Smark Isesaki, a large shopping center in Gunma, in the gourmet park where many restaurants are located. The authentic lemonade born in Kanazawa, using a unique unheated syrup, is very popular among customers who enjoy shopping. Besides, as the Japan's largest "GiGO" and "FUN VILLAGE" already opened on the third floor of the shopping center, we plan to have events for mutual customer transfer in conjunction with GiGO in the future.



LEMONADE by Lemonica Smark Isesaki

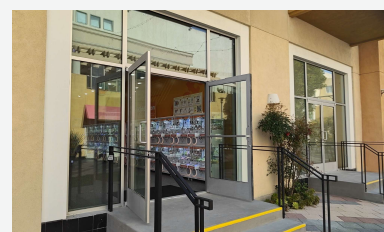
7. Kiddleton opened two stores in Texas and California.

On the 22nd, "Kiddleton Katy" opened in Houston, Texas. "Katy Grand Mall" is a complex located in an area with several commercial premises and has KURA Sushi and Kinokuniya as well, which are popular among local people. Kiddleton's Japanese anime-related merchandise and Japanese-style kawaii prizes have been well received by young groups and families who stop by for a bite to eat.

On the 26th, "Kiddleton Promenade" opened in "Promenade," a shopping mall in Rolling Hills Estates, California. Several shopping malls, a large supermarket and a movie theater are located there. Crane games, anime-related merchandise and Japanese-style Kawaii prizes as Japanese entertainment have become hot topic of conversation as local entertainment spot.



Kiddleton Katy



Kiddleton Promenade

8. Stores which joined GENDA have reopened as GiGO one after another.

On the 7th, the former AMEX's store was renovated into "GiGO Kita Okazaki," the largest GiGO store in the world (approx. 3,636 sqm). The store's conspicuous appearance along the main road and its full lineup of machines became a hot topic on SNS on the opening day, and it recorded the highest daily sales among all GiGO group stores. As a "successful suburban model," we will continue to develop various projects.

On the 14th, along with "GiGO LaLaport KASHIWANOHA," a former PLABI Corporation's store, "FUN VILLAGE in KASHIWANOHA," a GiGO group's indoor park for families, and "Kids Market" opened as part of a significant renovation for families.

On the 14th, "GiGO AEON Takajo" reopened as the first GiGO renewed from a SANDAI Corporation's store. These renewals to GiGO brand have become hot topic of conversation in each area and demonstrated GiGO brand's benefits to the maximum, for example, attracting 1.5 to 5 times as many customers as before.



GiGO Kita Okazaki



FUN VILLAGE in KASHIWANOHA



GiGO AEON Takajo