

August 20, 2025

To Our Valued Stakeholders

Company Name            GENDA Inc.  
Name of                   Representative Director,            Nao Kataoka  
Representative           President and CEO  
(Code No.: 9166 Tokyo Stock Exchange Growth Market)  
Contact information      Managing Director, CFO            Taiju Watanabe  
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**Notice Concerning Issuance of GENDA Sales Progress Report (August 2025)**

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

(Unit: million yen)		Single Month Comparison			Cumulative Comparison		
Name of Segment		July 2024	July 2025	YoY	Feb-July 2024	Feb-July 2025	YoY
Entertainment Platform Business	Amusement	5,830	11,553	+98.1%	32,160	51,360	+59.7%
	Karaoke	1,671	2,223	+32.9%	10,101	12,903	+27.7%
	Tourism	-	220	-%	-	1,194	-%
	F&B	361	385	+6.6%	1,425	2,136	+49.9%
	Sub-total	7,864	14,382	+82.8%	43,687	67,594	+54.7%
Entertainment Contents Business	Character MD	519	823	+58.5%	3,688	3,789	+2.7%
	Contents & Promotion	263	284	+8.0%	2,150	2,619	+21.8%
	Sub-total	782	1,108	+41.5%	5,838	6,408	+9.7%
Grand total		8,647	15,490	+79.1%	49,525	74,002	+49.4%

# AUGUST

## 2025

# GENDA Store Development Progress Report

Period covered: July 1 - July 31, 2025

## 1. VENUplus' 913 mini-locations joined our North American Business.

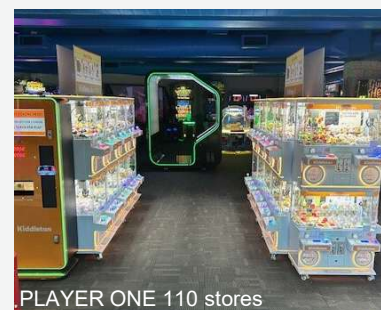
On the 1st, we acquired a mini-location business operated by VENUplus, Inc. The business specializes in deploying kid-friendly rides and prize games in places like malls, and have 913 locations across the U.S. In addition to offering Japanese-style Kawaii prizes and anime IP ones, we will improve management efficiency by integrating operations such as cash collection and prize replenishment. This will be achieved by making effective use of our personnel in our North American business.



VENUplus 913 locations

## 2. Player One Amusement Group's 110 amusement arcades & 1,353 mini-locations joined Kiddleton, Inc.

On the 2nd, 110 amusement arcades and 1,353 mini-locations operated by Player One Amusement Group Inc. in the U.S. and Canada joined Kiddleton, Inc. "PLAYER ONE" has a different management style from Kiddleton, with more game machines installed per store. Going forward, the introduction of Japanese-style Kawaii prizes and anime IP ones is expected to add new appeal to existing large-scale facilities and bring diversity and depth to the entertainment experience in North America.



PLAYER ONE 110 stores

## 3. Barberio Music Company's 13 amusement arcades & 82 mini-locations joined Kiddleton, Inc.

On the 2nd, 13 amusement arcades and 82 mini-locations operated by Barberio Music Company in sophisticated locations such as luxury hotels and indoor entertainment facilities in the U.S. joined Kiddleton, Inc. In addition to the deployment of Japanese-style Kawaii prizes and anime IP ones, by combining Kiddleton's equipment investment and logistics know-how, we aim to achieve synergies in terms of both profitability and operational efficiency while enhancing the brand value of the facilities.



Barberio Music Company 13 stores

## 4. Kiddleton Marketplace Merced opened in California.

On the 1st, "Kiddleton Marketplace Merced" opened in California. Merced is a college town and a bedroom community with a large student population. The store is located in an indoor shopping mall "Marketplace Merced," which is a community-based commercial facility with large anchor stores like JC Penney and Target. As the city's first store specializing in claw machines, the Japanese-style "Kawaii prizes" offered by Kiddleton are popular among young groups and female customers.



Kiddleton Marketplace Merced

## 5. PLAYER ONE's store, "GLOWTOWN," opened in Ontario, Canada.

On the 7th, PLAYER ONE's "GLOWTOWN" opened in Stouffville, located north of Toronto, Ontario, Canada. Customers have been flocking to the venue since it opened, with attendance far surpassing expectations. They are enjoying the 18-hole glow-in-the-dark mini-golf course with a Canadian theme, "Neon North," as well as the variety of VR and the latest video games and claw machines.



PLAYER ONE GLOWTOWN

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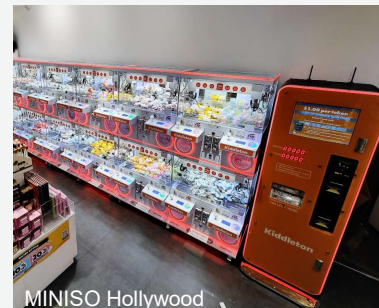
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## 6. Started opening mini-locations at “MINISO”!

On the 21st, we opened a mini-location at “MINISO Hollywood.” “MINISO” is a globally recognized lifestyle retail brand with stores all over the world. Its collaboration with numerous iconic names contributes to its widespread appeal, particularly popular among younger generations. Its diverse product offerings align closely with the “Kawaii” prizes and popular anime/IP items provided by our Kiddleton-style mini claw machines. Thanks to its bustling location on Hollywood Boulevard, the store has seen many customers enjoying its Kiddleton-style mini claw machines since its opening.

With over 300 stores in the U.S. and more than 40 new locations opened this year alone, MINISO is rapidly expanding its presence nationwide. This partnership allows both brands to ride that momentum and engage an even broader audience. Please look forward to the continued expansion of our mini-locations across North America.



MINISO Hollywood

## 7. GiGO’s first claw machine specialty store in western Japan opened.

On the 4th, “GiGO Crane Game Oasis Bears Mall Kiyotake,” a new claw machine specialty store with 148 machines, had a successful grand opening at Bears Mall Kiyotake, near Kiyotake Station in Miyazaki. Offering a variety of prizes including goods of popular characters, sweets, daily necessities, etc., and a unique “Bazaar” to exchange tickets for sweets and other items, the store's opening day saw visitor numbers more than triple our projections.

GiGO Crane Game Oasis  
Bears Mall Kiyotake

## 8. “GiGO Musashi Koyama” opened in Tokyo’s longest arcade shopping street.

On the 7th, “GiGO Musashi Koyama” reopened with a new four-floor layout in the Musashi Koyama Shopping Street Palm in Tokyo. The store’s popular claw machines attract passersby, while the new fourth floor, featuring photo sticker booths and music games, draws crowds of students and groups. The expansion has successfully increased customer traffic by over 1.5 times.



GiGO Musashi Koyama

## 9. “GiGO Chofu,” a large 1,653sqm urban-style store, opened in front of the station.

On the 15th, “GiGO Chofu,” a new three-floor, 1,653sqm large store, opened at the north exit of Chofu Station on the Keio Line in Tokyo. The eye-catching GiGO blue building offers exclusive GiGO prizes, one of the largest medal game corners in the area, music games and photo sticker booths, and has become a popular spot for local residents and students using Chofu Station.



GiGO Chofu

## 10. “GiGO Ito-Yokado Hachioji” opened in a SC near the station.

On the 18th, “GiGO Ito-Yokado Hachioji” opened on the third floor of a shopping center, just a 3-minute walk from Hazama Station on the Keio Dentetsu Takao Line in Tokyo. The store, which shares the floor with a reuse shop, a 100-yen store, and a family restaurant, has become a popular destination for local families and students. The location is a hot spot due to its popular claw machines and photo sticker booths, which are equipped with a dresser.



GiGO Ito-Yokado Hachioji



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**11. “GiGO Ichinoseki,” the second store in Iwate, opened.**

On the 23rd, “GiGO Ichinoseki,” the second store in Iwate, had its grand opening on the Ichinoseki Bypass. This “suburban roadside” location offers both gaming and dining, sharing the premises with a hamburger steak restaurant. The store, which focuses on claw machines and medal games, caters to a wide range of ages and attracted approximately three times the expected number of customers after its opening.



GiGO Ichinoseki

**12. “GiGO AEON Style Ueda” with an attached indoor athletic park opened.**

On the 30th, the second GiGO in Ueda city, Nagano, opened on the first floor of “AEON Style Ueda.” In addition to a game area, the store features a large indoor athletic park inspired by “ninja training.” It also showcases a wall art piece by Hyakkimaru, a paper-cutting artist in Kawagoe, and GiGO Design, featuring the local Sanada clan. The athletic park, which can be enjoyed comfortably indoors regardless of weather conditions, has been well-received, attracting many visitors during the heat wave.



GiGO AEON Style Ueda

**13. “GiGO Fuji Mall Fukiage” opened in Konosu city, Saitama.**

On the 25th, “GiGO Fuji Mall Fukiage” opened in a shopping center in Konosu city, Saitama (the grand opening was on August 1). The store features claw machines, music games, and photo sticker booths popular with younger generations. For families, the “Kids Market” offers children's games with guaranteed prize tickets that can be exchanged for sweets. Opening right before summer vacation, the store saw twice the expected number of visitors and has been bustling with customers daily.



GiGO Fuji Mall Fukiage

**14. “Karaoke BanBan Oroku,” the fifth store in Okinawa, opened.**

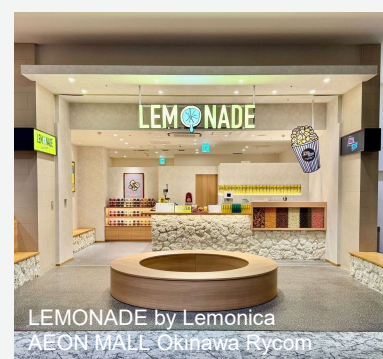
On the 11th, the fifth Karaoke BanBan in Okinawa, “Karaoke BanBan Oroku,” opened in Naha city, a 10-minute walk from Onoyama Park Station on the Yui Rail. It features the latest karaoke machines and rooms with large screens and projectors that can hold up to 18 people. The store serves a variety of purposes, from karaoke to group gatherings and fan meet-ups to enjoy Oshi-Katsu. Since its opening, it has been a hit with local students and late-night customers alike.



Karaoke BanBan Oroku

**15. “LEMONADE by Lemonica / HillValley AEON MALL Okinawa Rycom” opened.**

On the 24th, “LEMONADE by Lemonica / HillValley AEON MALL Okinawa Rycom” opened on the fourth floor of AEON MALL Okinawa Rycom, a large shopping center in Okinawa. Only at this store, you can enjoy authentic lemonade provided by Lemonica and HillValley's gourmet popcorn at the same time. The store offers a special combo deal, “HillValley Lemonade Set,” a lemonade and popcorn set. The combination has been very popular not just with Japanese customers, including groups and families, but also with international visitors, who often buy popcorn as a souvenir while enjoying their lemonade.

LEMONADE by Lemonica  
AEON MALL Okinawa Rycom