



# JUNE

2026

## GENDA Store Development Progress Report

\*Period covered: May 1 – May 31, 2026

### 1. Two new “GiGO Crane Game Oasis” have opened in Shikoku and Hokuriku

On the 2nd, “GiGO Crane Game Oasis” has opened two newly remodeled locations in Marugame city (Kagawa) and Kanazawa city (Ishikawa). Packed with everyday prizes like snacks and household essentials, the arcade features easy setups - like the hook-and-ring game - so kids and beginners can fully enjoy the thrill of winning.

The Marugame store achieved high regional awareness as our first specialized claw machine arcade in Shikoku. In Hokuriku, despite opening in a fiercely competitive district, the AEON Town Kanazawa Shimeno store saw robust performance driven by the package’s unique differentiation. Both locations successfully deployed regional marketing using new local “GiGOMaru” character designs alongside strategic influencer campaigns. As a result, grand opening foot traffic skyrocketed to over 10 times year-over-year, demonstrating the package’s strong customer-draw and business model advantages.



GiGO Crane Game Oasis Marugame



GiGO Crane Game Oasis AEON Town Kanazawa Shimeno / Entrance and customers playing the hook-and-ring game



### 2. “Studio Coffret Natori Studio” has opened in Natori city, Miyagi

On the 22nd, “Studio Coffret Natori Studio” has opened in Natori city, Miyagi, marking the chain’s 52nd private studio nationwide and second in the prefecture. Located inside the new “Olfeeca Mitazono” complex, which debuted in the city last year, the highly accessible studio is a 5-minute walk from Mitazono Station on the Sendai Airport Access Line and includes ample parking. Centered around the concept of “chemin” – meaning path or journey – this studio beautifully captures your family’s unique story and steps together. Thanks to strong pre-launch interest, we are already welcoming far more families than we ever anticipated.



Studio Coffret Natori Studio



Gently capturing your family’s story “from today into tomorrow, as you grow together”



### 3. “Sanrio” figures launch at our mini-locations in North America

Since May, GENDA Americas has been introducing Sanrio characters to our North American amusement arcades through the “MINI FIGURE COLLECTION.” These figures, featuring adorable soccer and fruit themes, are already proving to be a massive hit locally.



GENDA:)