

To all parties concerned:

Notice of expansion of ULTRAMAN CARD GAME sales regions and decision to launch the second product

—Expansion to 23 countries and regions worldwide, second product to be launched in January 2025—



Tsuburaya Productions Co., Ltd. (hereinafter, “TPC”), which is the core of our group’s content and digital business, announces that it will expand the coverage of “ULTRAMAN CARD GAME”, a player versus player (PvP) battle card game, to Europe, and simultaneously launch the card game on Friday, October 25, 2024, targeting 23 countries and regions worldwide in four languages, the first* in the history of the trading card game industry.

The expansion of ULTRAMAN CARD GAME market was spurred by the fact that *Ultraman: Rising*, a feature length CG animated film co-produced by Tsuburaya Productions and Netflix, which has been distributed worldwide on Netflix since June of this year, ranked in the weekly Top10 in more than 20 countries in Europe, and we have decided to launch the card game simultaneously in these regions.

■New countries: U.K., Italy, Spain, Portugal, Netherlands, Germany, Denmark, France

In line with the expansion of our service area, we will roll out a series of new products in January 2025. In addition to the second “Booster Pack” which will feature random cards of attractive characters, we will also launch a special-built deck called “Extra Deck”.

In conjunction with the launch of the card games on October 25, we will actively conduct various promotional activities around the world, including experiential events. We will also actively provide services utilizing digital media, such as “Ultraman Digital Card Collection”, a smartphone app for collecting cards digitally.

<Reference>

Official website of ULTRAMAN CARD GAME

URL: <https://ultraman-cardgame.com/>

< Product profile>

Official name: ULTRAMAN CARD GAME

Launch date: Friday, October 25, 2024

Sales target: Japan, China, South Korea, Taiwan, Hong Kong, Singapore, Malaysia, Indonesia, Vietnam, Philippines, Thailand, Australia, U.S., Canada, Mexico, U.K., Italy, Spain, Portugal, Netherlands, Germany, Denmark, France

Sales location: To be sold in mass retailers, toy stores, trading card specialty stores, etc. in each country

*As of October 2024 (our survey)

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