

To all parties concerned:

TSUBURAYA FIELDS HOLDINGS INC.

Announcement of Partnership for Global Merchandising (MD) Expansion with the IG Port Group (Production I.G / WIT STUDIO)

TSUBURAYA FIELDS HOLDINGS INC. hereby announces that its consolidated subsidiary, FIELDS CORPORATION (hereinafter "FIELDS"), has entered into a partnership agreement with Production I.G, Inc. and WIT STUDIO, Inc. (hereinafter "I.G & WIT"). The agreement pertains to the opening and operation of I.G & WIT brand retail stores and corner spaces, as well as the sales and distribution of anime merchandise planned, manufactured, and released by I.G & WIT worldwide, excluding Japan, Mainland China, Taiwan, Hong Kong, and Macau.

1. Partnership Framework

Based on this partnership, full-scale commercial operations are scheduled to commence in October 2026.

- **Scope of Business:** Sales of anime merchandise, along with the rollout of specialized brand stores and dedicated retail corners worldwide (excluding Japan, Mainland China, Taiwan, Hong Kong, and Macau).
- **Contract Period:** 4 years.

2. Overview of Partner Companies ("I.G & WIT") and Value Propositions

As key pillars of the IG Port Group, Production I.G and WIT STUDIO are among Japan's premier animation studios, with a proven track record of producing and managing numerous globally acclaimed anime IP.

Unique Value Propositions of this Partnership:

- **Exclusive Product Development:** Utilizing the distinct strength of an animation studio to plan and develop merchandise derived from intermediate production assets (such as original key animation drawings) and newly drawn illustrations. These products will be seamlessly integrated into overseas retail store rollouts and sales initiatives.
Note: All initiatives will be executed subject to approval from respective rights holders.
- **Creator Experience:** Hosting in-store events and autograph sessions featuring anime directors and creators.

3. Strategic Synergies and Future Outlook

The strategic synergies and prospects of this partnership are as follows:

- **Fusion of IP Experiences:** Elevating I.G & WIT's outstanding production quality into tangible, real-world purchasing experiences facilitated by FIELDS.
- **Integration of Digital and Physical Spheres:** By linking online services and XR (Cross Reality) technologies, physical merchandise purchases will extend into the digital space, offering new viewing and purchasing experiences.

Through this partnership, the TSUBURAYA FIELDS GROUP aims to significantly expand its global distribution network, delivering the best of Japan’s renowned animation culture to fans worldwide while continuously enhancing corporate value.

(For Reference)

· TSUBURAYA FIELDS HOLDINGS INC.: <https://www.tsuburaya-fields.co.jp/>

· Production I.G, Inc.: <https://www.production-ig.co.jp/>

Established in 1987 as a spin-off from Tatsunoko Production. It gained international prominence in 1995 when Mamoru Oshii’s “*GHOST IN THE SHELL*” topped the U.S. Billboard video charts. In 2004, its sequel “*INNOCENCE*” became the first Japanese animated film nominated for the competition section at the Cannes Film Festival. The studio also produced the animation sequence for Quentin Tarantino’s “*Kill Bill: Vol. 1*” and boasts a passionate global fanbase. Key titles include the “xxxHOLiC”, “*Ghost in the Shell*”, “*Kuroko's Basketball*”, “*PSYCHO-PASS*”, “*Haikyuu!!*”, and “*Legend of the Galactic Heroes: Die Neue These*” series.

· WIT STUDIO, Inc.: <https://www.witstudio.co.jp/>

Founded in Tokyo in June 2012 by key creators from Production I.G, including Business Producer George Wada, Animation Producer Tetsuya Nakatake, and Animator Kyoji Asano. The studio has produced and globally distributed a wide array of high-profile works, including Seasons 1–3 of “*Attack on Titan*”, “*Kabaneri of the Iron Fortress*”, “*The Ancient Magus' Bride*”, “*VINLAND SAGA*”, “*GREAT PRETENDER*”, “*Vivy -Fluorite Eye's Song-*”, “*Ranking of Kings*”, “*Bubble*”, “*SPY x FAMILY*”, “*Vampire in the Garden*”, and “*Onipan!*”

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