

Cool Japan Fund Inc.

Tokyo, July 2, 2019

Investment in the Development and Operation of Smart Device Apps/Games

Cool Japan Fund (CJF) has decided to invest up to 1 billion JPY in WonderPlanet Inc., a venture company based in Nagoya that has strengths in international business through developing and operating smart device apps and games.

In 2015, WonderPlanet released the Japanese-language version of *Crash Fever*, its flagship title, and the next year, the Chinese-language version became a smash hit in both Taiwan and Hong Kong, reaching over 10 million downloads. One of many remarkable strengths of the Nagoya based game company lies in their measure, which develops a multi-national team in Japan dedicated for localizing their apps/games so that their apps/games' international title can keep attracting the overseas fans.

Through their achievements, they were able to develop and release the Japanese and Chinese versions of *Jumputi Heroes* to commemorate the 50th publication anniversary of *Weekly Shonen Jump*. They have also cooperated with Square Enix Co., Ltd. to release the Chinese- and English-language versions of *VALKYRIE ANATOMIA - THE ORIGIN* -. Through these partnerships with domestic content holders and game companies, they have rapidly developed their international businesses.

CJF has recognized these handy smart device apps /games as a platform for transmitting the charms of Japanese content to the world. With this investment, Funds from CJF will be used to not only support WonderPlanet's development, localization and operation of their titles, but also strengthen their overseas marketing activities through events and social media. CJF will also attempt to promote more partnerships with Japanese companies possessing globally-known Japanese IPs and games. Through these actions, we aim to create successful precedents of Japanese smart device apps/games overseas and enhance the new international demand for Japanese content.

About WonderPlanet Inc.

Founded : September 2012

Head Office : Nagoya, Aichi Prefecture

Representative : Founder and CEO Tomoki Tsunekawa

Business Details :

Planning, development, operation and sales of apps/games for smart device.

Homepage : <https://wonderpla.net/>

Contact for details regarding this document:

Cool Japan Fund (PR representative: Yuge, Okuyama) Tel 03-6406-7500