



B R O C C O L I

COMPANY PROFILE

Message from the President and Representative Director

I would like to extend my sincere gratitude for your continued support.

At BROCCOLI Co., Ltd., we are guided by our long-term vision of becoming a “Global Content Holder that Continually Creates Smiles and Emotions” and in following our corporate philosophy “For Smiles & Emotions,” we are committed to delivering Smiles and Emotions to everyone involved with our company. With the goal of becoming a one-of-a-kind content holder on the global stage, we are actively investing in digital transformation, including developing our IP to meet the evolving needs of the digital and virtual markets.

In 2023, we took a new step forward by joining the Happinet Group. We believe that being part of the Happinet Group will accelerate the expansion and development of our own IP.

For our flagship IP, we have already announced a variety of new initiatives, and as part of our ongoing efforts, we are also preparing to launch new IP.

All of us at BROCCOLI — from management to staff — are fully committed to meeting your expectations as we continue to grow our business. We sincerely appreciate your continued support and encouragement.

*IP: Characters and other intellectual property

Shigeki Suzuki
President and Representative Director
BROCCOLI Co., Ltd.

FOR SMILES & EMOTIONS BROCCOLI

Company Philosophy

We aim to become the one and only source of expression in this subculture, while simultaneously pursuing limitless possibilities as a core player in the industry.

Management Philosophy

We take pride in our hardworking corporate culture. By continuously developing systems that reliably convert efforts into profit, we aim to maximize satisfaction for all stakeholders.

Long-Term Vision

Our goal is to become “a global IP holder” that continually creates Smiles and Emotions.

DESCRIPTION

Our Reason for Being

Our raison d'être in the entertainment industry lies in transforming the unique beauty and emotional power found only in this subculture, into products and sharing them with the world.

Business Domain, Structure, and Twin-Engine Model

To achieve a higher-level balance between “stability” and “innovation,” we operate based on the following core business structure.

First Engine

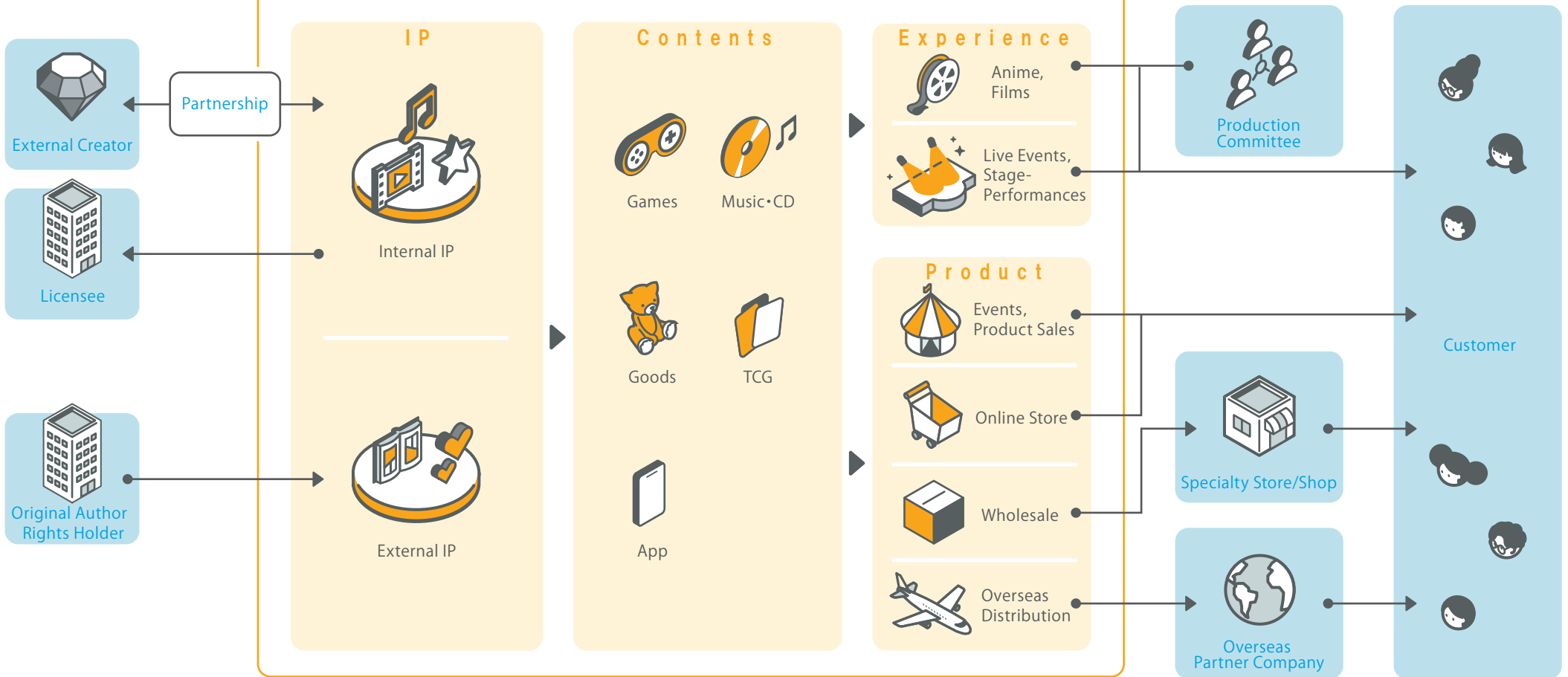
Creating hit products and pursuing high returns through the development of original IP such as video games, trading card games, music CDs, and mobile apps.

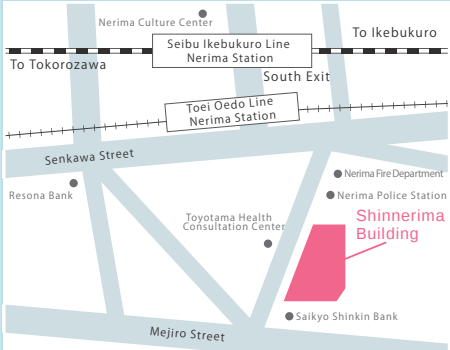
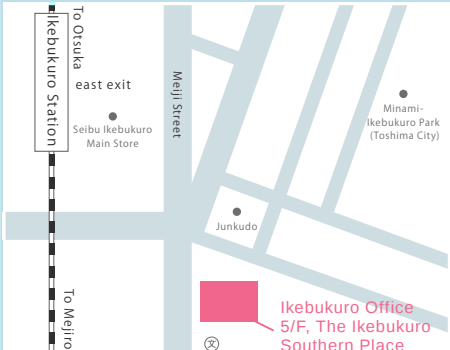
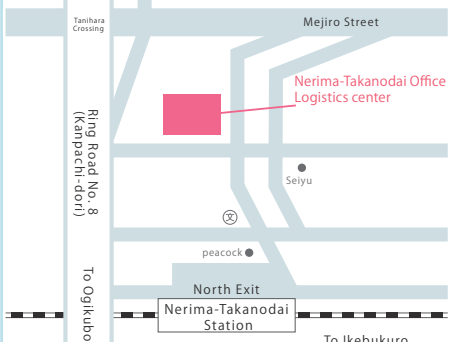
Second Engine

Securing stable revenue through real-world merchandise—both from licensed IP and from original IP developed in synergy with our own properties.



Planning & Production



Company Name	Broccoli Co., Ltd.	Key Clients	MAP
Company Location	[Head Office] Shinnerima Building.,5-14-6, Toyotamakita, Nerima-ku,Tokyo, Japan [Ikebukuro Office] 5/F, The Ikebukuro Southern Place, 3-13-5, Minami-Ikebukuro, Toshima-ku, Tokyo, Japan [Nerima-Takanodai Office] 2-14-1, Takanodai, Nerima-ku, Tokyo, Japan	Aniplex Inc. animate Co.,Ltd. Aria Entertainment Inc. KADOKAWA CORPORATION Card Labo Co., Ltd. GungHo Online Entertainment, Inc. KING RECORD CO., LTD. KLab Inc. KOGADO STUDIO, INC. KODANSHA Ltd. SHUEISHA Inc. SHOGAKUKAN-SHUEISHAPRODUCTIONS-Co., Ltd. SQUARE ENIX CO., LTD. STAR CORPORATION Inc. Sony Interactive Entertainment Inc. Nitroplus Co., Ltd. Nippon Ichi Software, Inc. Nintendo Co., Ltd. Happy Elements K.K PARCO CO., LTD. Bandai Namco Pictures Inc. Bandai Namco Filmworks Inc. Bandai Namco Music Live Inc. Bushiroad Inc. Frontier Works Inc. MARUI GROUP CO., LTD. movic Co., Ltd. YUHODO Inc. Rigel Inc.	[Head Office] TEL:03-5946-2811 FAX:03-5946-2819 
Establishment	March 25, 1994		[Ikebukuro Office] TEL:03-5957-2680 FAX:03-5957-2681 
Capital	100 million yen		
Representative	President & Representative Director Shigeki Suzuki		
Board of Directors & Executives	DirectorManaging Executive Officer Hideki Uchino Director Executive Officer Shuntaro Yamashita Director Executive Officer Tomohiro Watanabe Auditor Hideo Asatsu Executive Officer Sayaka Konno Executive Officer Ryosuke Hirako Executive Officer Masaru Ikahata Executive Officer Masashi Ogi		[Nerima-Takanodai Office] TEL:03-5372-6217 FAX:03-5910-8881 
Capital structure	Our company is a wholly owned subsidiary of Happinet Corporation and a member of the Happinet Group. (https://www.happinet.co.jp/)		
Main business	Planning, production, manufacture, and sales of original IP (animation, video games, music, visual works, trading card games), licensed character goods, and so on		

※Names listed in alphabetical order (Japanese syllabary order).
Honorifics omitted.

HISTORY



1994 Founded BROCCOLI Co., Ltd. In 1-26-21, Higashi-Oizumi, Nerima-ku, Tokyo, Japan

1996 Opened the 1st directly operated retail shop of 'Gamers' in Ikebukuro (Expanded to major cities nationwide thereafter)

1998 First published the information magazine 'From Gamers' which included a 4-panel manga of our original character named 'Digi-Charatto,' who became our company mascot

2010 Launched a video game named 'Utano☆Prince Sama' for PSP®

2011 Released the TV anime program named 'Utano☆Prince Sama' MAJI LOVE 1000%' on independent UHK broadcasts and others

2012 Released a trading card game named 'Zillions of enemy X', so-called 'Z/X'

2013 Released the TV anime program named 'Utano☆Prince Sama' MAJI LOVE 2000%' on independent UHK broadcasts and others
PSP® started selling 'Kamigami no Asobi (神々の悪戯)' for PSP®

2014 Released the TV anime program named 'Kamigami no Asobi(神々の悪戯)' on independent UHK broadcasts and others

2015 'Utano☆Prince Sama' MAJI LOVE REVOLUTIONS' was released on independent UHK broadcasts and others

Capital and business alliance with HAPPINET CORPORATION, and they became our largest shareholder

2016 The TV anime program named 'Utano☆Prince Sama' MAJI LOVE LEGEND STAR' was released on independent UHK broadcasts and others

2018 Released 'Koroshiya to Strawberry (殺し屋とストロベリー)' for PS Vita

2019 A movie named 'Utano☆Prince Sama' MAJI LOVE KINGDOM' was screened at 126 theaters across Japan

Released the TV anime program named 'Z/X Code reunion' on TOKYO MX, AT-X, and others

2021 Published a video game named 'JACK JEANNE' for Nintendo Switch™

2022 A movie named 'Utano☆Prince Sama' MAJI LOVE STARLISH TOURS' was screened at 128 theaters across Japan

Announced the development on a video game 'Illusion of Itehari' for Nintendo Switch™

2023 Produced 'Utano☆Princess Sama' BACK to the IDOL' with ARIA entertainment Inc.

Became a wholly owned subsidiary of HAPPINET CORPORATION, which acquired all issued shares of our company.

2024 Released an APP game named 'Utano☆Prince Sama' LIVE EMOTIONS'



Utano ☆ Princesama

CDs

Utano☆Princesama Solo Best Album Reiji Kotobuki, Ranmaru Kurosaki, Ai Mikaze, Camus



Utano☆Princesama HE★VENS BIRTHDAY SONG CD



Utano☆Princesama HE★VENS Drama CD “Shinsengumi～Fate of the Setting Sun～”



Utano☆Princesama TABOO NIGHT XXXX



Events

“Shining Oracle”



3D LIVE “Utano☆Princesama
ALL STAR STAGE
- Dramatic Magical Story-”



“UTA☆PRI
GRAND SHOP”



Theatrical Film



Goods

Utano☆Princesama BIG Cloth Poster
KEITA MARUYAMA 30TH ANNIVERSARY Ver.(7 types)



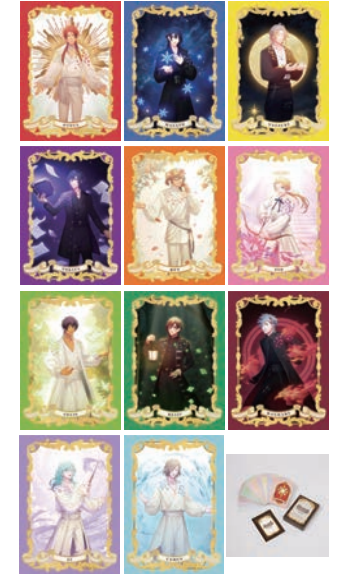
Utano☆Princesama
Rosette Ceremony Rosettes Ver.(11 types)



Utano☆Princesama HE★VENS
Customize Visual Card Collection
Shinsengumi～Haven of the New Moon～Ver.
1 item (7 Designs)



Utano☆Princesama
Shining Oracle Card(11 types)



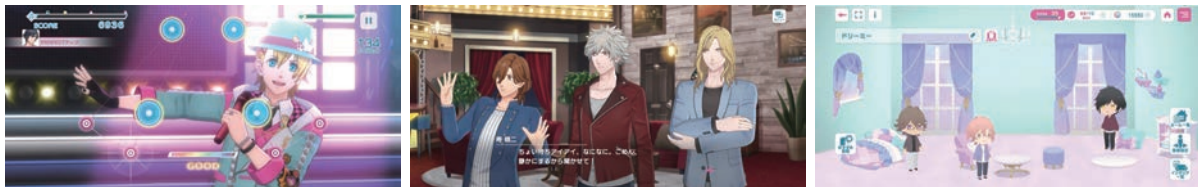
Utano☆Princesama
Trading Charm Shining Comet Short characterVer.
1 item (11 Designs)



Utano☆Princesama LIVE EMOTION

Game APP

Utano☆Princesama LIVE EMOTION In-game scenes



Utano☆Princesama LIVE EMOTION In-MV scenes



CDs

Utano☆Princesama LIVE EMOTION 1st Anniversary CD



Events

Utano☆Princesama LIVE EMOTION 1st Anniversary Festival



JACKJEANNE

グッズ

JACKJEANNE POP UP SHOP -My little Quartz-
Dress-up Plush Toys (7 types)



Univère Opera School Uniform-Style
Track Jacket



Trading Clear Card 4th Anniversary Ver.



Ring Set Classical Quartz Ver.



Music Box



C D s



ゲーム



This game is a 'boys opera simulation video game' produced by Ishida Sui, a manga artist, and Shin Towada, a novelist. A new sequel game is under development!



Illusion of Itehari

Video Games

LICOBITS



FOR:Nintendo Switch/
Nintendo Switch Lite.



Illusion of Itehari -trail- (Japanese Ver.)
Launched on July 24, 2025



UN:LOGICAL
Launches on January 22, 2026



Illusion of Itehari (Traditional Chinese Ver.)
Launched on April 11, 2025
Localized Version (Traditional Chinese)



Illusion of Itehari (English Ver.)
Launches on September 18, 2025
Localized Version (English)

泡沫の うたがた ユークロニア

Goods

Trading Can Badges 1st Anniversary Ver



Acrylic Stands 1st Anniversary Ver



Z/X - Zillions of enemy X -

TCG

IG packs



IG01
Unison Drive



IG02
Unison Dragon



IG03
Unison Chaos



IG04
Unison Brave



IG05
IDOL'SPLASH FESTA



Start Dash Deck Beginning:Elpis Perfect!Nino



Event

Z/X ASIA IGNITION CIRCUIT 2024 in Taipei



Z/X Stream 2025.SUMMER in Tokyo site



Utano☆Princesssama♪ BACK to the IDOL



©BROCCOLI ©ARIA entertainment Illust.necōmi, ceco (ルノテオ)

MUSIC

Across Time... Here We Are!



Goods

Sets of 3 Can Badges with Backing Paper
"SILENT QUEEN," "Flower Candy"



うたの☆プリンスさまっ♪
BACK to the IDOL

うたの☆プリンスさまっ♪ BACK to the IDOL
2nd Anniversary Event
- Next stage!! -

Scarf Towels



Acrylic Stands



Licensed Products

Goods

Rabbit Collection Mini
Touken Ranbu -ONLINE-Ver. 10 types



Chun Collection
The New Prince of Tennis 8 types



Katekyo Hitman REBORN!
Acrylic Stands Formal Ver.



Blue Lock
Trading Matte Can Badges



KAIJU NO. 8
Aurora Acrylic Stand 8 types



THE BASKETBALL WHICH KUROKO PLAYS.
Trading Metallic Stickers
Introduction Ver.



TCG Accessories

Broccoli Character Sleeve Platinum Grades
Ghost in the Shell 4 types



Character Deck Case MAX NEO
Ghost in the Shell 4 types



Synthetic Leather
Deck Case W
Ghost in the Shell 2 types



Character All-Purpose Rubber Mat Ghost in the Shell 2 types



Broccoli Sleeve Protector Series



