



B R O C C O L I  
C O M P A N Y P R O F I L E

## Message from the President and Representative Director

Delivering Smiles and Inspiration to the World

Aiming to be a One-of-a-Kind Content Holder

We would like to express our sincere gratitude for your continued and exceptional support.

Under our corporate vision, "FOR SMILES & EMOTIONS," and our long-term management vision of becoming a "Global Content Holder that Continues to Create Smiles and Inspiration," we have dedicated ourselves to delivering joy and moving experiences through our content since our founding.

Even as technology and social values undergo significant transformation, our core philosophy remains steadfast. To share this passion with an even broader audience, we will remain flexible in the face of environmental changes while continuing to refine the unique value of the content only we can provide.

Building upon the distinct "Broccoli identity" cultivated throughout our history, and by leveraging the diverse network and distribution channels of the Happinet Group, we aim to expand the potential of our existing properties and proactively create new content. Through these efforts, we will strive to enhance our corporate value as a truly peerless entity.

All of us at Broccoli—executives and employees alike—are committed to further advancing our business to meet your expectations. We look forward to your continued support and encouragement.

Chairman & Representative Director **Shigeki Suzuki**  
President & Director **Masashi Ogi**

# 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

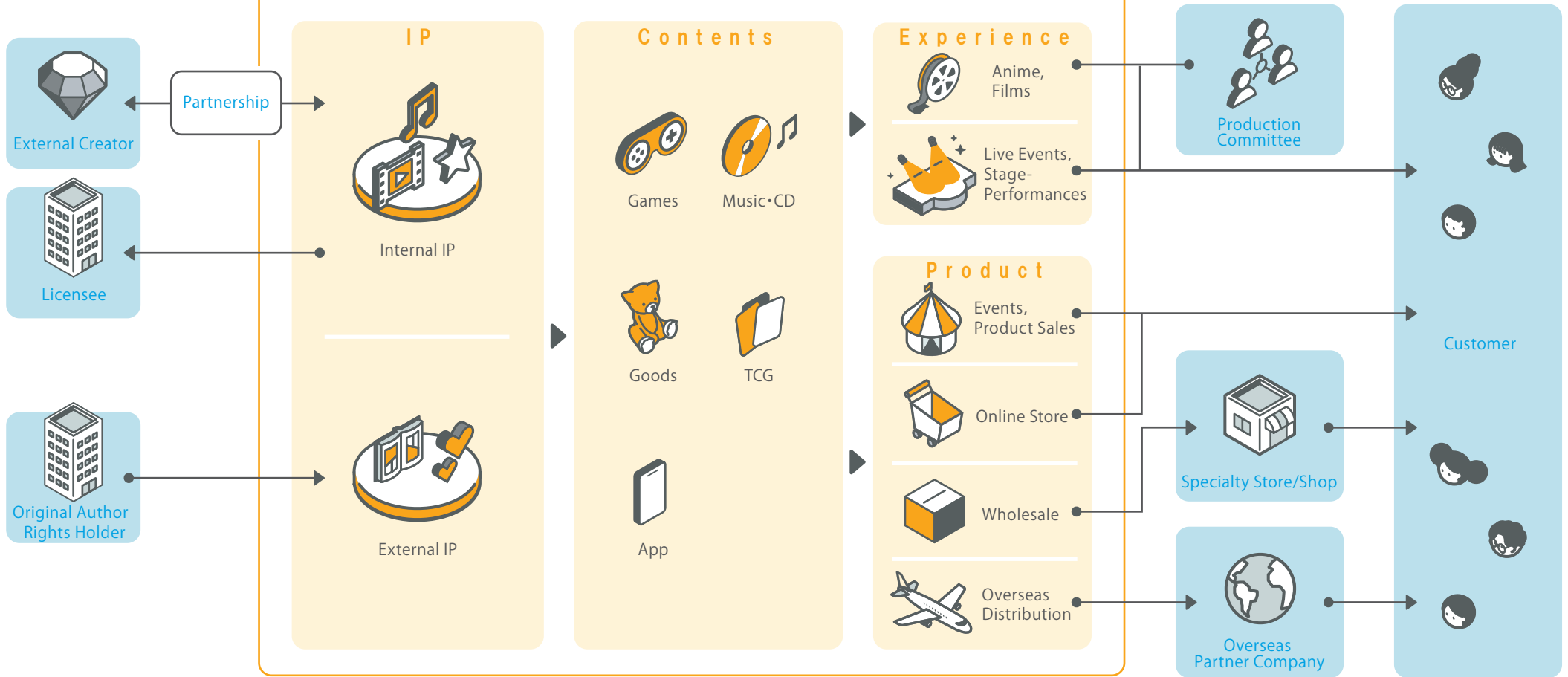
Creating hit products and pursuing high returns through the development of original IP such as video games, trading card games, music CDs, and mobile apps.

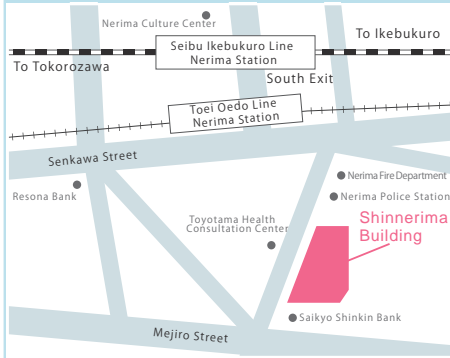
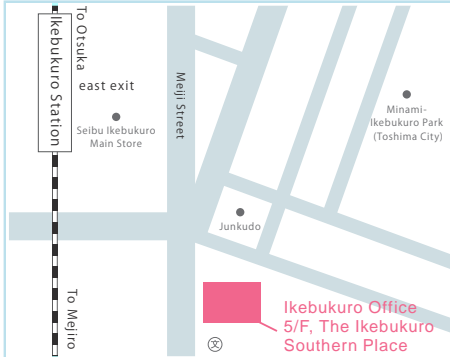
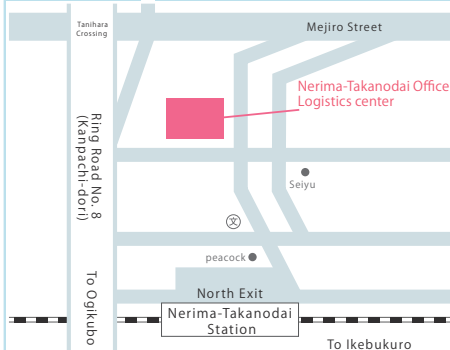
#### Second Engine

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



Planning & Production

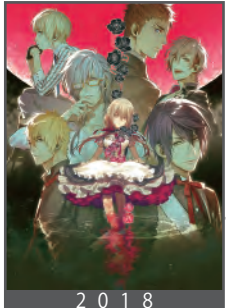


Company Name	Broccoli Co., Ltd.		Key Clients	MAP
Company Location	[Head Office]	Shinnerima Building.,5-14-6, Toyotamakita, Nerima-ku,Tokyo, Japan	Aniplex Inc. animate Co.,Ltd.	<p><b>[Head Office]</b> TEL:03-5946-2811 FAX:03-5946-2819</p> 
	[Ikebukuro Office]	5/F, The Ikebukuro Southern Place, 3-13-5, Minami-Ikebukuro, Toshima-ku, Tokyo, Japan	Aria Entertainment Inc. KADOKAWA CORPORATION Card Labo Co., Ltd.	
	[Nerima-Takanodai Office]	2-14-1, Takanodai, Nerima-ku, Tokyo, Japan	GungHo Online Entertainment, Inc. KING RECORD CO., LTD. KLab Inc.	
Establishment  Capital  Representative	March 25, 1994		KOGADO STUDIO, INC. KODANSHA Ltd.	<p><b>[Ikebukuro Office]</b> TEL:03-5957-2680 FAX:03-5957-2681</p> 
	100 million yen	Chairman & Representative Director Shigeki Suzuki	SHUEISHA Inc. SHOGAKUKAN-SHUEISHAPRODUCTIONS-Co., Ltd.	
Board of Directors & Executives	President & Director	Masashi Ogi	STAR CORPORATION Inc. Sony Interactive Entertainment Inc.	<p><b>[Nerima-Takanodai Office]</b> TEL:03-5372-6217 FAX:03-5910-8881</p> 
	DirectorManaging Executive Officer	Hideki Uchino	Nitroplus Co., Ltd. Nippon Ichi Software, Inc.	
	Director Executive Officer	Shuntaro Yamashita	Nintendo Co., Ltd. Happy Elements K.K	
	Director Executive Officer	Tomohiro Watanabe	PARCO CO., LTD. Bandai Namco Pictures Inc.	
	Auditor	Hideo Asatsu	Bandai Namco Filmworks Inc. Bandai Namco Music Live Inc.	
	Executive Officer	Sayaka Konno	Bushiroad Inc. Frontier Works Inc.	
	Executive Officer	Ryosuke Hirako	MARUI GROUP CO., LTD. movic Co., Ltd.	
	Executive Officer	Masaru Ikahata	YUHODO Inc. Rigel Inc.	
Capital structure	Our company is a wholly owned subsidiary of Happinet Corporation and a member of the Happinet Group. ( <a href="https://www.happinet.co.jp/">https://www.happinet.co.jp/</a> )			
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		<p>※Names listed in alphabetical order (Japanese syllabary order). Honorifics omitted.</p>	

# HISTORY



1998



2018



2023



2012



2010



2013



2021



2022



2024

**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



Goods

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



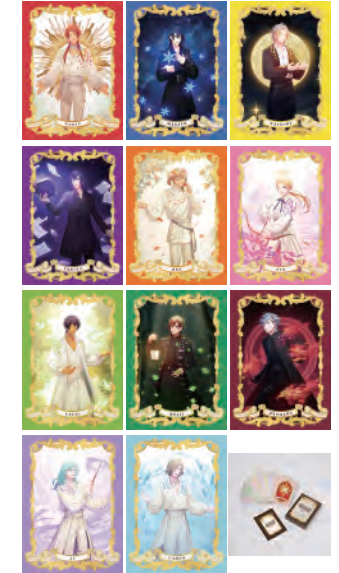
Utano☆Princesama  
Rosette Ceremony Rosettes Ver.(11 types)



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)



Events

"Shining Oracle"

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

Shining  
Oracle

ALL STAR STAGE  
Dramatic  
Magical  
Story

"UTA☆PRI  
GRAND SHOP"

UTA☆PRI  
GRAND  
SHOP

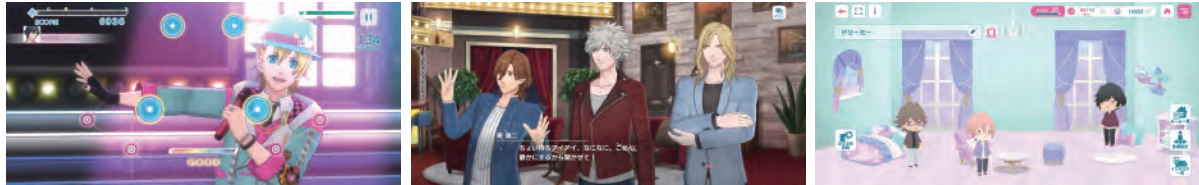
Theatrical Film



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



ジャックジャンヌ

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!

Trading Clear Card 4th Anniversary Ver.



Ring Set Classical Quartz Ver.



Music Box



CDs



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



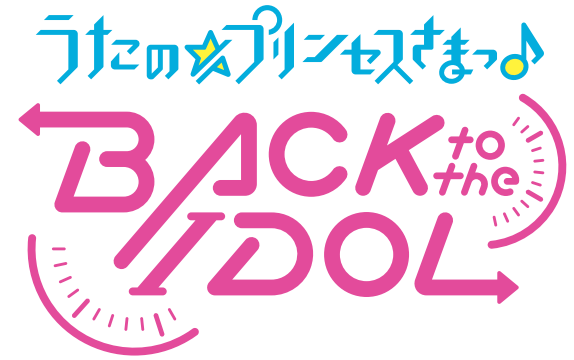
MUSIC

Across Time... Here We Are!



Goods

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



Utano☆Princesssama♪ 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



