



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

External Creator

Partnership

Licensee

Original Author Rights Holder

**IP**

Internal IP

External IP

**Contents**

Games Music·CD

Goods TCG

App

**Experience**

Anime, Films

Live Events, Stage-Performances

**Product**

Events, Product Sales

Online Store

Wholesale

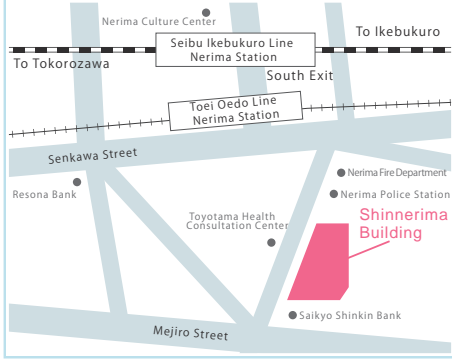
Overseas Distribution

Production Committee

Specialty Store/Shop

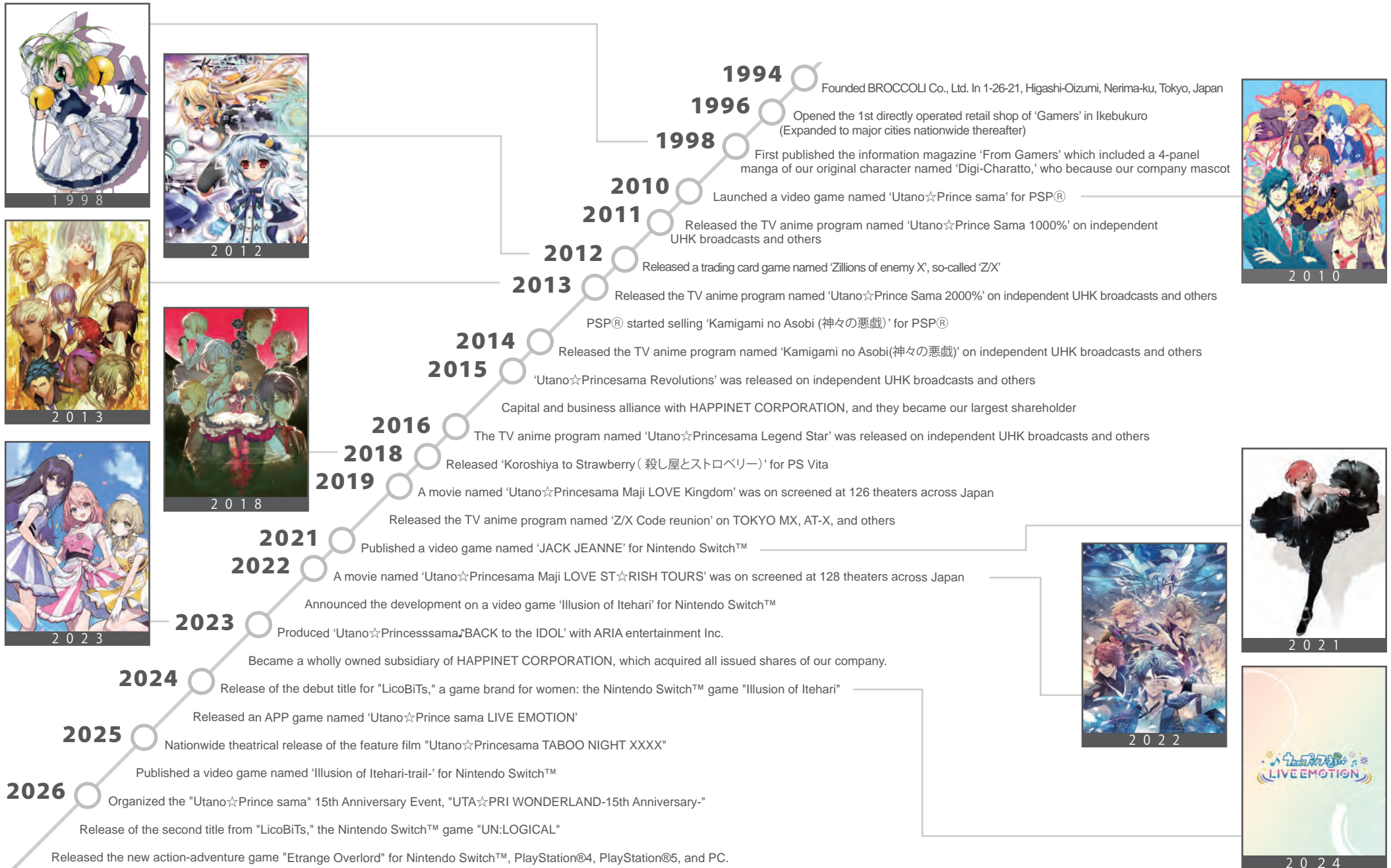
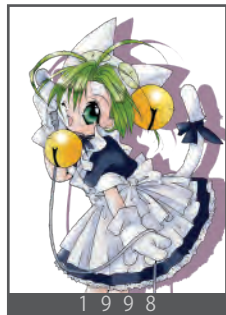
Overseas Partner Company

Customer

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. 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.	<b>[Head Office]</b> <b>TEL:03-5946-2811 FAX:03-5946-2819</b> 
	[Ikebukuro Office]	5/F, The Ikebukuro Southern Place, 3-13-5, Minami-Ikebukuro, Toshima-ku, Tokyo, Japan		
Establishment	March 25, 1994			
Capital	100 million yen			
Representative	Chairman & Representative Director	Shigeki Suzuki		
Board of Directors & Executives	President & Director	Masashi Ogi		
	Director/Managing 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		
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			

※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 1000%' on independent UHK broadcasts and others

2012

Released a trading card game named 'Zillions of enemy X', so-called 'ZX'

2013

Released the TV anime program named 'Utano☆Prince Sama 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☆Princesama 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☆Princesama 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☆Princesama Maji LOVE Kingdom' was on screened at 126 theaters across Japan

Released the TV anime program named 'ZX 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☆Princesama Maji LOVE ST☆RISH TOURS' was on screened at 128 theaters across Japan

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

2023

Produced 'Utano☆Princessama, 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

Release of the debut title for "LicoBiTs," a game brand for women: the Nintendo Switch™ game "Illusion of Itehari"

Released an APP game named 'Utano☆Prince sama LIVE EMOTION'

2025

Nationwide theatrical release of the feature film "Utano☆Princesama TABOO NIGHT XXXX"

Published a video game named 'Illusion of Itehari-trail-' for Nintendo Switch™

2026

Organized the "Utano☆Prince sama" 15th Anniversary Event, "UTA☆PRI WONDERLAND-15th Anniversary-"

Release of the second title from "LicoBiTs," the Nintendo Switch™ game "UN:LOGICAL"

Released the new action-adventure game "Etrange Overlord" for Nintendo Switch™, PlayStation®4, PlayStation®5, and PC.



Utano☆Prince sama

CDs

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



Utano☆Prince sama HE★VENS BIRTHDAY SONG CD



Utano☆Prince sama HE★VENS Drama CD "Shinsengumi~Fate of the Setting Sun~"



Utano☆Princesama TABOO NIGHT XXXX



Events

"Shining Oracle"

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



"UTA☆PRI  
GRAND SHOP"



Theatrical Film



Goods

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



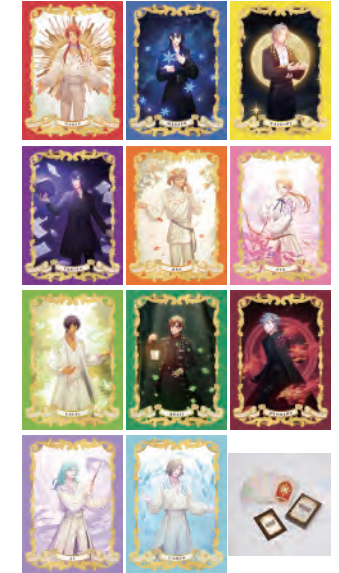
Utano☆Prince sama  
Rosette Ceremony Rosettes Ver.(11 types)



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



Utano☆Prince sama  
Shining Oracle Card(11 types)



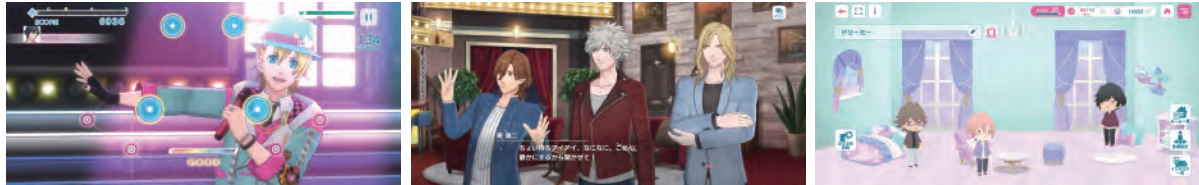
Utano☆Prince sama  
Trading Charm Shining Comet Short characterVer.  
1 item (11 Designs)



Utano☆Prince sama LIVE EMOTION

Game APP

Utano☆Prince sama LIVE EMOTION In-game scenes



Utano☆Prince sama LIVE EMOTION In-MV scenes



CDs

Utano☆Prince sama LIVE EMOTION 1st Anniversary CD



Events

Utano☆Prince sama 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



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



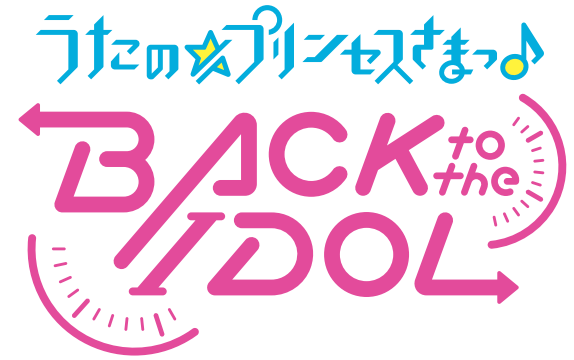
MUSIC

Across Time... Here We Are!



Goods

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



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



