

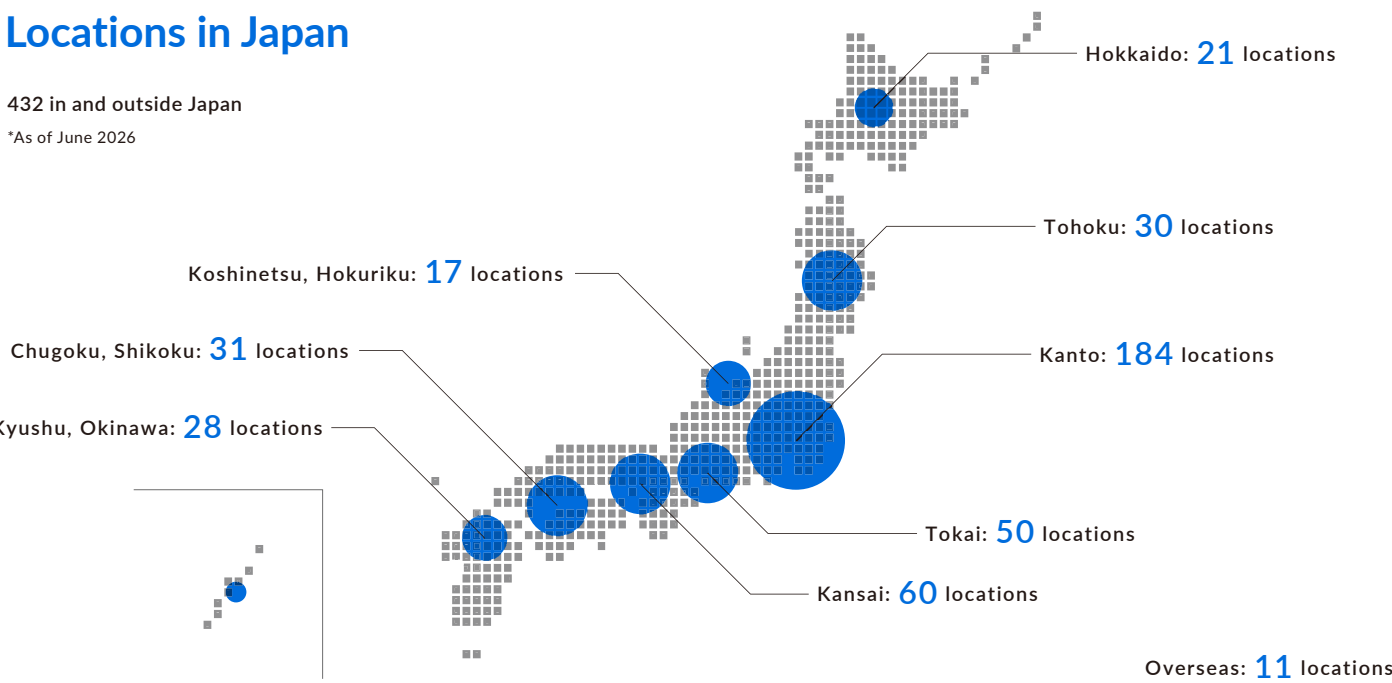
Company overview

Company name:	GENDA GiGO Entertainment Inc.
Address:	17 th floor, Tokyo Shiodome Building, 1-9-1 Higashi-Shimbashi, Minato-ku, Tokyo
Establishment:	April 1, 2004
Capital:	50 million yen
Representative Director and President:	Kazuhiro Ninomiya
Business description:	Planning and operation of amusement arcades, planning and operation of restaurant facilities, and rental of play equipment
Group company:	GENDA Inc. / GiGO EDGE Inc. / GiGO SOLUTIONS Inc.
Fiscal year:	Ends January 31 of each year
Sales:	81.942 billion yen (as of January 2026)



Locations in Japan

432 in and outside Japan
*As of June 2026



Features of GiGO's Amusement Arcades

At GiGO, we aim to develop arcades that are suitable for their area and target customers. We design them with safety and security in mind, and use creative approaches to fill them with smiling customers.



CITY

These locations are in front of train stations and in shopping areas of major cities. They offer convenient access from stations and a variety of entertainment options, such as the latest games and collaborative cafes.



SHOPPING CENTER

These locations are in large commercial facilities. They offer a wide variety of game genres for everyone, from small children to adults, to enjoy.



ROADSIDE

These locations are situated along major roads throughout Japan. They are easily accessible by car and have parking lots, making it easy for families to visit.

GiGO

CORPORATE PROFILE

Spark Fun—Inspire Excitement!

GiGO

GiGO Sohonten

421 locations in Japan &
11 locations outside Japan ^{*1}

GiGO
into the world



Get into the Gaming Oasis

Welcome to a place where you can escape reality.

A place where you can immerse yourself in the most enjoyable experiences that stimulate all your senses.

Day or night. With friends or by yourself. This is your destination to truly let go, be free and make dreams come true.

Feel the adrenaline boost. Let your imagination run wild.
Laugh with all your heart. See the world with new eyes.

Get into the gaming oasis.

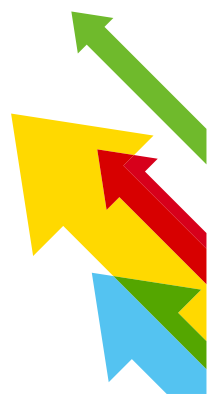
GENDA GiGO Entertainment Corporate Philosophy

Vision

Spark Fun –Inspire Excitement!

Promise

**As a gaming pioneer,
we create passionate experiences
that stimulate the five senses.**



At GENDA GiGO Entertainment,
we are powered by what people love,
and we spark fun and inspire
excitement around the world.

GENDA GiGO Entertainment Inc. began when we acquired amusement arcades from the SEGA SAMMY GROUP in December 2020, and we have continued to expand our locations since then. Alongside colleagues who share a love of games and characters, we are fully committed to creating the coolest and most stylish facilities possible for customers who share these passions.

Game arcades exist worldwide, but we believe that Japanese “game centers” represent a distinct cultural phenomenon. Japanese game centers have shaped the market by continuously evolving with content that reflects each era. Thanks to Japan’s remarkable creativity, this has developed into a culture that can be shared globally.

As technology advances, the world becomes more convenient, and essential tasks become increasingly efficient. Meanwhile, what people truly love—even if seemingly irrational—gains more value from physical connections and experiences that evoke emotional responses and engage all five senses. We seek real-world entertainment and, as a gaming pioneer, continue to create passionate experiences that stimulate the five senses.

GiGO locations, together with customers who love gaming and team members who share that same passion, are designed to spread Japanese game center culture around the globe.

In the near future, GiGO signs will be displayed in notable locations worldwide, and together with our customers, partners, and team members, we will pioneer the domain of real-world entertainment and become a cherished global brand.

January 2025

Kazuhiro Ninomiya

Representative Director and President
GENDA GiGO Entertainment Inc.



TO



New Ikebukuro landmark featuring the area's largest selection

GiGO Sohonten

In September 2023, we opened GiGO Sohonten on Sunshine 60 Street in Ikebukuro, and it serves as the flagship location for GiGO worldwide. With the concept of "a stage where anyone can become the main character," it features a suitable number of machines and the latest equipment befitting a flagship location, introducing the fun of game arcades from Japan to the world. Six digital signage displays, including those above the entrance, create coordinated effects, providing visual entertainment to everyone who walks down Sunshine 60 Street.

Location: 2-minute walk from JR Ikebukuro Station East Exit, Rokumaru Gate Ikebukuro building
Total floor area: About 3,130 m² (B1-3F)
Number of machines: Over 500 in total

Breaking free from conventional ideas, our flagship locations in eastern and western Japan strive to be at the forefront of arcade entertainment. Each location features the region's largest selection of games and incorporates concepts that reflect the needs of the times, offering fresh arcade value to many customers.

Always Evolving Game Centers

Seeking to create a location that both domestic and international tourists can enjoy

GiGO Osaka Dotonbori Honten

In August 2024, we opened our first flagship location in the Kansai region in Osaka's Dotonbori area. With the concept of "enjoy and entertain—this is everyone's time to shine," it offers a wide range of attractions, including fanfancy+ with GiGO, a specialty shop with exclusive items, the first of its kind in the Kansai region. This is the area's largest game center, complete with a 10-meter-high digital signage system visible from part of the first floor.

Location: 6-minute walk from Osaka Metro Namba Station and Kintetsu/Hanshin Osaka-Namba Station, Dotonza Building
Total floor area: About 2,880 m² (1F-3F)
Number of machines: Over 420 in total



OSAKA

Amusement arcade business

We believe that the value of our new game arcades is that they satisfy people's desire to find places to have fun outside their homes and they deliver constant innovation. We offer a wide variety of game machines that can be enjoyed by customers of all ages.



Features of GiGO Game Centers

GiGO game centers cover a wide range of genres, from trendy to nostalgic games, centered on popular crane games, music games, and machines that print photo stickers. We ensure that the arcades we develop are suitable for their areas and target customers. We design them with safety and security in mind, and we use creative approaches to fill them with smiling customers.



GiGO Crane Game Oasis

GiGO's specialized crane game arcade. It is filled with a wide variety of crane games, including those in a "10-yen play corner" and a "beginner-friendly corner." Additionally, it features a "bazaar" where tickets dispensed by machines after playing can be exchanged for snacks, as well as rest areas for taking breaks when tired from playing. It aims to be a crane game "oasis" where "the whole family can enjoy a full day" without worrying about time.

GiGO BOWL

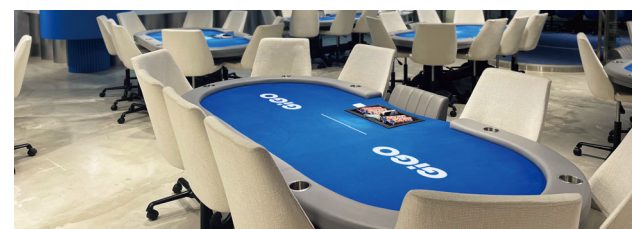
A bowling alley that can be enjoyed by individuals and large groups alike



These bowling alleys can be enjoyed by everyone, including beginners, kids, and adults. They are great spots to be enjoyed solo or for fun with friends and family. Reservations can be made easily via PC or smartphone, and members-only tournaments and original merch are also available.

GiGO POKER

A facility to safely enjoy poker, a trending game of choice worldwide



This facility offers a bright and welcoming atmosphere where poker, which is increasingly popular among young people in Japan, can be enjoyed. We also offer tutorials for beginners. Our staff provides careful support during the games, so even first-time visitors can play with confidence.

Kids Market

Game-based shopping experience that gives kids a chance to learn

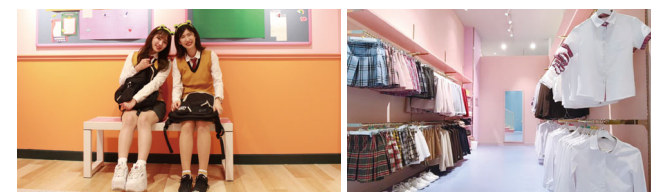
When you play the target game machines at Kids Market, they issue tickets with points that can be exchanged for candy and toys. This "shopping experience" also serves as a learning experience for kids. Kids Market locations are being sequentially expanded, mainly at facilities in shopping centers, and they can be enjoyed by kids and their families.



SEPURISH

Print photo sticker experiences and more in "the place that girls want to go the most"

To help customers fully enjoy the latest machines that print photo stickers, we provide content such as photogenic dressers, colorful photo sets, and more. At the Shin-Okubo and Osaka Abeno locations, you can also rent super-popular Korean uniforms for your outing.



GORON!

Enjoy the exciting moment when a capsule comes out with a thud!

Our original capsule toy locations. With an extensive lineup ranging from standard popular characters to unique goods, these locations offer the fun of finding your favorite items and the experience of encountering the unknown. The location name and logo design express the exciting moment when you turn the machine dial and a capsule comes out with a thud (goron in Japanese).



RETRO:G

Experience the passion and the games from the heyday of arcade fun

RETRO:G locations offer a time and space where you can freely experience the appeals of the arcade game heyday of the 1980s through the 2000s. With a large selection of game machines that can only be played here, RETRO:G is attracting attention from gamers not only in Japan but also from overseas.

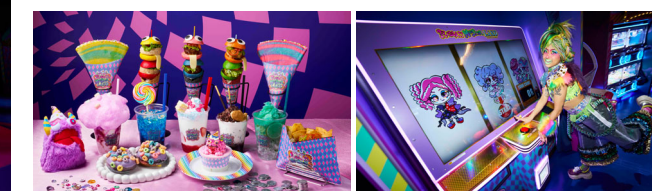


KAWAII MONSTER LAND



An entertainment space originating in Harajuku where you can experience the cutting edge of KAWAII that's proudly shared with the world.

KAWAII MONSTER LAND is an immersive entertainment facility from Harajuku planned by ASOBISYSTEM Co., Ltd. and operated by our company. Executively produced by artist Sebastian Masuda, who is active both in Japan and internationally, it offers an integrated experience combining shows, music, food, and games. Visitors are not just spectators, but participants who step into the world of the story and can experience KAWAII culture with all five senses.



Indoor playground business



FUN VILLAGE

Play together in the world of popular content

FUN VILLAGE is a family-oriented indoor play park where customers can enjoy immersive experiences set in the worlds of well-known characters, toy brands, and local mascots. At FUN VILLAGE in TOKYO-BAY, customers can explore experiential attractions themed around Ichigo Milk, the iconic candy by Sakuma Confectionery, offering a playful environment inspired by the unique perspective of a confectionery manufacturer. In addition, FUN VILLAGE locations feature a wide variety of content, including three-dimensional play structures inspired by Tomica, Plarail, Licca-chan, and Okaasan to Issho, as well as video screenings in open plaza areas.

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Little Planet

Advanced digital technology for play innovation

As a licensed partner, we operate franchise locations of the "Little Planet" next-generation theme park managed by Litpla Inc. Based on the concept of "technology × play," these theme parks offer attractions that make full use of the latest digital technology and interactive play equipment that changes images when touched, allowing children to learn through play. The theme parks heighten children's spirit of inquiry and creativity by offering a variety of experiences.



REAL FPS ARENA in GiGO

Experience the new genre of "physical e-sports" in a unique environment

A new generation shooting game that uses infrared laser guns with no risk of injury or pain. No additional equipment is necessary, making it accessible to a wide range of ages, including FPS game enthusiasts, those who find traditional survival games challenging, as well as children.

Fan style merch sales business



fanfancy+ with GiGO

A store where you can create your own fan style!

A "fan-style store that supports your passions" created in collaboration with Fukuya Co., Ltd. There are currently four locations in Japan: Ikebukuro, Osaka Dotonbori, and Fukuoka Tenjin, Kawaguchi. Each location is filled with content driven by what customers' love, including items for beautiful merch decoration, original food and drinks, and miniature photo spots for taking adorable pictures of plush toys.

International debut! First store in Taipei, Taiwan

In September 2024, we opened "fanfancy+ with GiGO Garden City Taipei" in Taipei, Taiwan, our first overseas location. We are developing initiatives to help customers enjoy fan activities more thoroughly, not only in Japan but also internationally, including the sale of exclusive items and Taiwan-designed miniature photo spots.

Cafe food business Amusement × Café × Entertainment

Enjoy drinking, eating, and playing all at once!

Not merely a simple café or bar, this business model combines entertainment content for your enjoyment. In Minami-Funabashi, we run a café in collaboration with the men's professional basketball team, the Chiba Jets, and in Imabari with the J-League club, FC Imabari.



GiGO Arcade Café KITTE Osaka

A new business model that merges a café/restaurant with amusement. Enjoy some darts before lunch or have fun with games while drinking with friends. We provide exciting experiences in a "logical yet novel" space where food and games connect seamlessly.

GiGO COLLABO CAFE

A space surrounded by your favorite content



We collaborate with popular anime and artists, offering original food and drink menus and merch. GiGO COLLABO CAFE is a place where fans can immerse themselves in the world of the featured works and enjoy interacting with other fans.

GiGO's taiyaki

Crispy outside, fluffy inside



Original taiyaki supervised by Kuriko Co., Ltd., guaranteeing deliciousness. Limited-edition collaboration taiyaki featuring characters from games and anime are manufactured using specially made molds each time, making them both rare and buzzworthy.

Products business



GiGO PRIZE

Quickly identifying needs and trends for prize development

We have launched a new brand of crane game prizes and are planning and manufacturing high-quality original prizes. We are quick to identify customer needs and trends through the operation of our amusement arcades, and we develop prizes featuring characters from anime, comic books, games, and other content, as well as special prizes not constrained by the industry's boundaries.

Creators Crane

Making game centers a platform for creator activities

We develop prizes featuring the works of illustrators, cartoonists, and other creators who are active in a variety of fields. We will continue to support the activities of creators and create appealing products by utilizing game centers as a point of contact between creators and users.

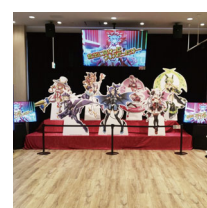


Other businesses



GiGO app

This membership app offers benefits such as "service coupons" that can be used at GiGO Group locations and rewards based on spending. Launched in July 2019, the app passed 1 million total sign-ups in November 2024.



Akib@ko

This rental space for events and functions is located in GiGO Akihabara 5. Equipped with sound systems, it can be used for screenings, mini-live performances, and product sales events.

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BEMANI PRO LEAGUE

GiGO participates as a team owner in BEMANI PRO LEAGUE, a new entertainment experience combining esports and music, organized by Konami Amusement Co., Ltd.



MACHI-NO-COIN

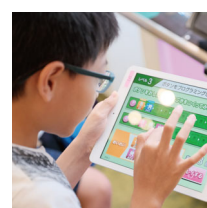
We have implemented a community currency (electronic local currency) service developed by KAYAC Inc. It is contributing to community revitalization, primarily in the Akihabara, Ikebukuro, and Shibuya areas.

<https://coin.machino.co/> (in Japanese)



Creators Arcade

This original arcade machine can be equipped with games made by creators. We solicit entries through an app developed by SHIKUMI DESIGN Inc. and have installed machines at some GiGO locations.



Workshops

We plan and hold workshops utilizing digital technology, such as programming experiences (now a required subject in Japan's elementary school curriculum) and electronic work.

Online business

GiGO ONLINE CRANE

Play whenever you want, 24 hours a day



This online crane game service can be played from a smartphone app or PC browser. As long as you have an internet connection, you can play anytime you want, 24 hours a day, and the prizes you win will be delivered to your home.

GiGO MALL

Purchase limited-edition merch anytime



This is an online shopping site that sells anime and game character merchandise. It also offers advance sales of limited-edition items sold at GiGO COLLABO CAFÉ. We aim to expand the product lineup in the future.

Rental business

Rent equipment tailored to your target customers

We offer game machine installation in unused facility spaces and machine rentals for events. We can install various machines tailored to your target customers, including popular crane games, ride-on machines, and photo print sticker machines. We take care of all arrangements for the machines and prizes, including installation and setup. You can get started immediately as long as you have space and a power source for the machines.



Sponsor

Our community-based arcades support local professional leagues that give dreams, hopes, and excitement to many people.



U-NEXT Pirates

A professional mahjong league (M League) team.



CHIBA JETS

A men's professional basketball team in the B.League B1 East District.



aries TOSHIMA

A soccer team in the Kanto Soccer League Division 1.



FC IMABARI

J.League Division 2 soccer team.



Blancdieu Hiroaki FC

A soccer team in the Tohoku Soccer League Division 1.



GOODSMILE RACING & TeamUKYO

A racing team competing in the GT300 class of SUPER GT.

HISTORY

2004	April	Sega Bee Link Co., Ltd., established, and operation of darts bars ("Bee," "BeerUSH," "KABURA") transferred
2005	April	SEGA Amusement Co., Ltd. merged into SEGA CORPORATION
		
2012	October	SEGA's Amusement Arcade Division merged into Sega Bee Link Co., Ltd., and company name changed to SEGA Entertainment, Inc.
2015	April	SEGA Entertainment, Inc. becomes a subsidiary of SEGA HOLDINGS INC. in a result of group reorganization
2016	March	Absorption-type company split and transfer to Be Re-inc co. Ltd. of planning and operation of dining and entertainment facilities, and sales of darts accessories, etc., executed
2017	October	Online crane game service started (now GiGO ONLINE CRANE)
		
2018	May	Head office moved from Higashi-Shinagawa, Shinagawa-ku to Omori, Ota-ku
2020	December	GENDA Inc. acquires 85.1% of shares of SEGA Entertainment Inc. Company name changed to GENDA SEGA Entertainment Inc.
2021	September	Overseas subsidiary established in Taiwan (now GiGO Taiwan)
	December	Three amusement arcades start operations in Taiwan
2022	January	GENDA Inc. shareholding ratio becomes 100%. Company name changed to GENDA GiGO Entertainment Inc.
	March	GiGO Ikebukuro 1, the first location under the new brand, opened
		
	May	Merged with TAKARAJIMA Co., Ltd.
		

2023

September	Head office moved from Omori, Ota-ku to Higashi Shimbashi, Minato-ku
October	Absorption-type company split agreement executed with Avice Co., Ltd.
	SUGAI DINOS, Inc. business transferred in
	
December	GiGO app, the official app for GiGO Group locations, launched
January	GiGO LaLaport Taichung, the first overseas GiGO location, opened
	
May	Surpassed 200 GiGO locations in and outside Japan
September	GiGO Sohonten flagship location opened on Sunshine 60 Street in Ikebukuro
	
October	Fixed assets acquired from Amuzy Corporation. Rebranded MAXIM HERO to GiGO
	
December	Business succession of amusement arcade operation business from YK corporation Co., Ltd.
	
February	82.45% of the issued shares of PLABI CORPORATION acquired
	
March	Surpassed 300 GiGO locations in and outside Japan
May	All shares of SANDAI Co., Ltd. acquired. All shares of Kiddleton, Inc. acquired, and overseas business division established
	
June	All shares of AMEX Inc. acquired. GiGO VIETNAM Co., Ltd., an overseas subsidiary in Vietnam, established

2024

2025

August	GiGO Osaka Dotonbori Honten opened in Dotonbori, Osaka
	
September	GiGO Vincom Plaza 3 Thang 2 and GiGO Vincom Mega Mall Grand Park opened in Ho Chi Minh City, Vietnam.
January	Surpassed 400 GiGO locations in and outside Japan
February	Succession of amusement arcade operation business from DORAMA Inc.
March	All shares of HALOS CORPORATION acquired
April	All shares of GameGoose Inc. acquired
May	All shares of Youing Co., Ltd. acquired
	All shares of SI Amusement Co., Ltd. acquired
	GiGO Vincom Mega Mall Thao Dien opened in Ho Chi Minh City, Vietnam.
July	Acquisition of all shares of U.S.-based Barberio Music Company
	Transfer of the mini-location business from VENUplus, Inc. of the U.S.

2026

February	Established GiGO EDGE Inc. and GiGO SOLUTIONS Inc. as wholly owned subsidiaries.
	
March	GiGO Shanghai Bailian ZX Creative Centre opened in Shanghai, China.
	
June	Transferred U.S. operations to GENDA Americas Holdings Inc.
	GiGO Shanghai Jing'an Joycity Store opened in Shanghai, China.
	

HIGHLIGHTS

01 / GiGO Sohonten global flagship location opens

In September 2023, we opened GiGO Sohonten, the flagship location for GiGO around the world. It consists of four floors (one basement floor and three floors above ground) and an area of about 3,130 m2. With the concept of "a stage where anyone can become the main character," this is an entertainment facility where anyone can enjoy their time as if they were the main character. It introduces the fun of game arcades from Japan to the rest of the world.

02 / M&A of DORAMA, HALOS, GameGoose, Youing and SI Amusement

The GiGO Group acquired DORAMA Inc. in February 2025. In March of the same year, the Group acquired the amusement arcades operated by HALOS CORPORATION. In April, GameGoose Inc. was acquired, and in May, Youing Co., Ltd. and SI Amusement Co., Ltd. joined the GiGO Group. By mutually sharing the know-how that the companies have cultivated, we will provide amusement arcades that are more fun than ever before in more regions. By mutually sharing the know-how that the companies have cultivated, we will provide amusement arcades that are more fun than ever before in more regions.

03 / GiGO Osaka Dotonbori Honten, first flagship location in Japan's western region, opens

In August 2024, we opened GiGO Osaka Dotonbori Honten. It is the first flagship location in the Kansai region and the second GiGO flagship location. The location is about 2,880 m2 on three floors above ground, with a 10-meter-high digital signage system visible from part of the first floor. It is one of the largest game centers in the region. With the concept of "enjoy and entertain—this is everyone's time to shine," the location is a complete entertainment venue filled with smiling customers.

04 / First locations opened in Vietnam

In September 2024, GiGO entered the Vietnamese market with the opening of two locations—GiGO Vincom Plaza 3 Thang 2 and GiGO Vincom Mega Mall Grand Park—in Ho Chi Minh City. In May 2025, GiGO further expanded its presence with the opening of GiGO Vincom Mega Mall Thao Dien. These amusement arcades combine the appeal of Japanese-style game centers with popular Vietnamese content. GiGO continues to deliver unique entertainment experiences to customers in Vietnam through GiGO-exclusive prizes and original events.