

Get into the Gaming Oasis

GENDA GiGO Entertainment Inc.
https://www.gendagigo.jp/

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GENDA GiGO Entertainment Inc.
Corporate Profile

Corporate Philosophy

Through a diverse range of businesses centered around amusement and entertainment, GENDA GiGO Entertainment creates experiences that can only be enjoyed in real-world spaces—experiences that move the senses and stir the emotions.
Driven by each employee's individual passions, we will continue to heat up the world through ASOBI.







Spark Fun-Inspire Excitement!

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









CEO Message

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.



Through real-world entertainment, we bring smiles to people everywhere.

We operate a wide range of businesses that can be enjoyed by everyone, from children to adults.



Business

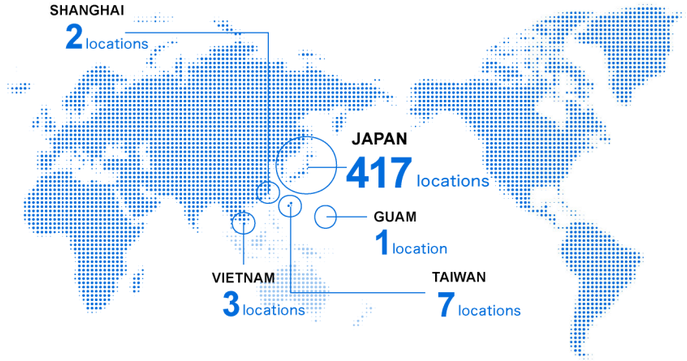
Get into the Gaming Oasis

GiGO

GENDA GiGO Entertainment

417 locations in Japan and 13 overseas
The GiGO Group is expanding around the world.

Centered around its GiGO amusement facilities, GENDA GiGO Entertainment operates a broad range of entertainment businesses, including indoor playgrounds, cafes and food services, and online services. We deliver the unique value of real-world GiGO experiences to customers around the world.



*As of September 30, 2026, including stores operated by GENDA(Shanghai)Co.,Ltd. and GENDA Americas, Inc.



TOKYO

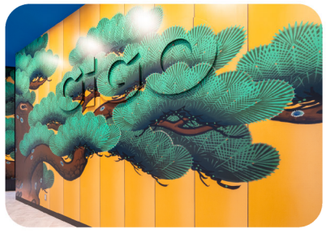


GiGO 総本店 SOHONTEN

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

New Ikebukuro landmark featuring the area's largest selection.





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.

OSAKA



大阪道頓堀本店 GiGO OSAKA DOTONBORI HONTEN

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

A flagship store in Kansai that welcomes visitors from Japan and around the world.





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.

Amusement

Amusement arcade business

Creating a diverse range of places to play that can captivate people of all ages.



GiGO

Under the brand concept, "Get into the Gaming Oasis", we operate amusement facilities both in Japan and overseas. We offer more than 200 GiGO-exclusive collaboration campaigns each year with IP across a wide range of genres, including VTubers, artists, and characters, delivering real-world entertainment experiences that can only be enjoyed here.





GiGO Crane Game Oasis

GiGO's crane game specialty stores. Built around the concept of "the excitement of filling your cart with prizes," these stores feature game settings that make it easy for beginners and children to give crane games a try. They offer a wide selection of prizes, including food and everyday essentials that customers can win while having fun. The stores also feature original animal-themed characters that add to the atmosphere.



Kids Market



GORON!



GiGO BOWL



RETRO:G



SEPURISH



KAWAII MONSTER LAND

Kids Market

A children's facility where playing designated game machines earns points that can be exchanged for candy and toys, creating a fun "shopping experience."

GORON!

Our original capsule toy shop. We offer the excitement of "searching for your favorites" and "discovering something new."

GiGO BOWL

A bowling facility where everyone can have fun, from small children to adults, whether visiting alone or in a group.

RETRO:G

A space where visitors can experience the excitement and energy of the golden age of arcade games, from the 1980s through the 2000s. It is packed with game machines that can only be played here.

SEPURISH

A specialty store designed to help customers get the most out of photo sticker machines, featuring dressing tables, photo spots, Korean school uniform rentals, and more.

KAWAII MONSTER LAND

An immersive entertainment facility created by artist Sebastian Masuda. Experience KAWAII culture with all five senses.

Indoor Playground

Indoor playground business

Bringing surprises and smiles to children
through beloved characters
and the latest digital technology.









FUN VILLAGE

A family-oriented indoor park where visitors can play in the worlds of beloved content such as "Tomica," "Plarail," "Licca-chan," and "Sakuma Confectionery." With safety and security as our top priorities, we provide spaces and experiences that are easy and comfortable for everyone to enjoy.

©SAKUMA ©TOMY"TOMICA", "PLARAIL", and "LICCA-CHAN" are registered trademarks of TOMY Company, Ltd.





REAL FPS ARENA in GiGO

A next-generation shooting game facility using infrared laser guns, with no risk of injury or pain. People of all ages, including survival game beginners and children, can enjoy the experience with ease.

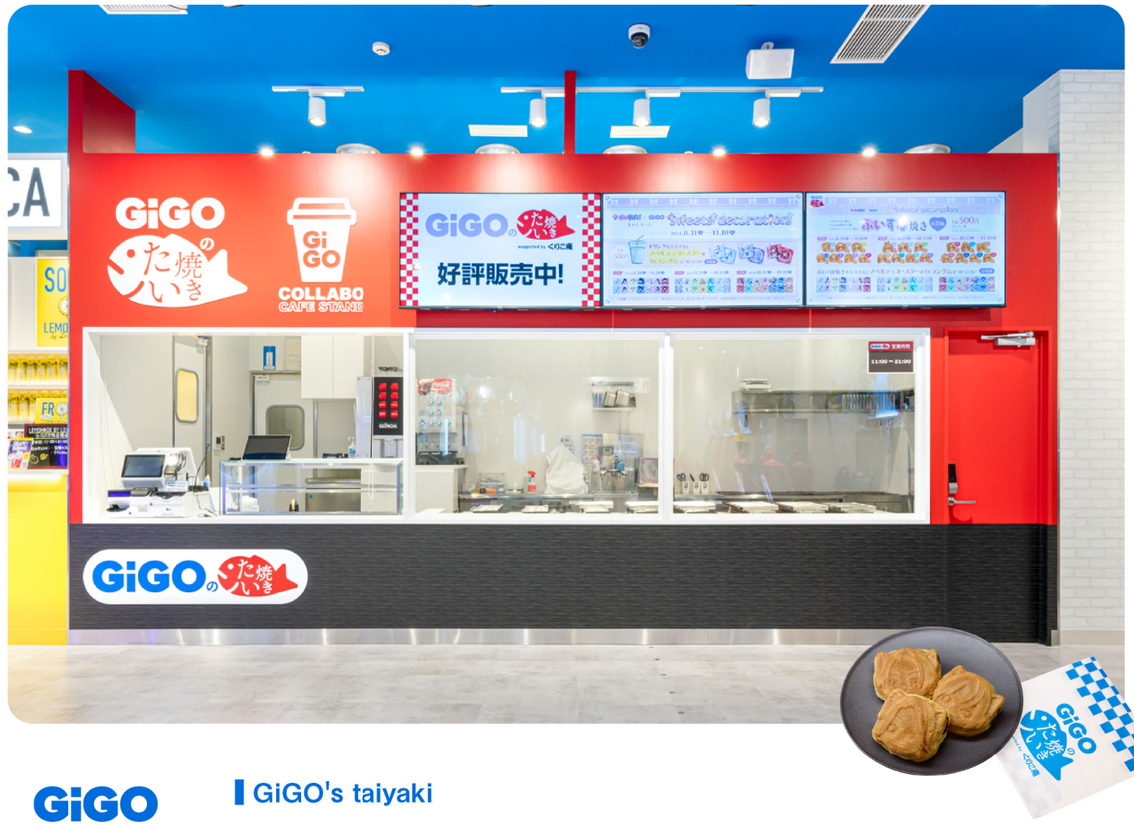
Little Planet

As a licensing partner, we operate franchise locations for next-generation theme parks developed by Litpla Inc. Through "technology × play," we foster children's curiosity and creativity.

Cafe & Food

Cafe Food business

We offer a dining experience that combines food, drinks,
and entertainment,where eating, drinking,
and playing all come together.



GiGO's taiyaki

A taiyaki shop offering limited-edition designs created in collaboration with games, anime and artists. Supervised by Kuriko Co., Ltd., the taiyaki are crispy on the outside and fluffy on the inside, with quality you can trust. Each limited-edition design is made using its own custom mold, making them both rare and highly buzzworthy.





GiGO COLLABO CAFE

We offer original food, drinks, and merchandise created in collaboration with popular content. Customers can also enjoy the space as a place to connect with fellow fans.

GiGO Arcade Café

A fusion of cafes, restaurants, and amusement. Whether playing darts before lunch or enjoying games with friends over drinks, we offer a seamless space where dining and gaming come together.

Online

Online business

Making the everyday arcade experience more convenient and enjoyable.



GiGO app / GiGO Link

Our independently developed membership app is designed to make visiting GiGO Group locations more "fun and convenient."
The service launched in July 2019 and surpassed 1 million total members in November 2024.
By completing various missions, such as visiting locations and playing games, members can receive valuable services and earn "experience points," which can be accumulated and exchanged for special rewards, enhancing the overall customer experience.
The app also includes numerous features designed to make using our facilities more convenient, including cashless payments and prize-winning assistance.



GiGO ONLINE CRANE

An online crane game service available 24 hours a day through smartphone apps and PC browsers. With a wide variety of prizes available, items won are delivered directly to your home at a later date.

GiGO MALL

An e-commerce site where customers can purchase anime and game character merchandise. It also offers advance sales of exclusive merchandise sold at GiGO Collaboration Cafes.

Fan Style

Fan style merch sales business

A new kind of fan experience that brings what you "love" to life.



fanfancy+ with GiGO

Created with the cooperation of Fukuya Co., Ltd., this is a fan-style shop designed to support and celebrate "the things you love." Currently operating four locations in Japan—in Ikebukuro, Osaka Dotonbori, Fukuoka Tenjin, and Kawaguchi—the stores offer items for dressing up merchandise in cute ways, miniature photo spots where customers can photograph plush toys, and more, all designed to support what our customers "love."



Akib@ko

An event and rental space located in GiGO Akihabara Building 5. Equipped with a full sound system, it can be used as a space for fan activities, including screenings, mini live performances, and merchandise events.

Product

Products business

GiGO original prizes, designed with a commitment to both style and quality.



GiGO PRIZE

Through "GiGO PRIZE", our original brand of crane game prizes, we plan and produce high-quality original merchandise. By leveraging customer needs and trends identified through operating amusement facilities, we offer a diverse range of prizes that go beyond the boundaries of the industry, including character merchandise from anime and games.



Creators Crane

We offer works by creators active in a variety of fields, including illustrators and manga artists, as prizes. Creating new points of connection between creators and users.

Topics

The evolving forms of ASOBI

Through co-creation with a diverse range of partners, GENDA GiGO Entertainment is taking on the challenge of creating forms of ASOBI that no one has ever seen before.
Going beyond the traditional boundaries of the arcade, we combine different genres, including art, culture, and brands, to create new kinds of experiences that can only be enjoyed in the real world.



The world's first GiGO designed by the anonymous contemporary artist COIN PARKING DELIVERY!

"GiGO Aeon Mall Tsudanuma South" is a new kind of amusement facility where art and gaming come together, with its design personally created by COIN PARKING DELIVERY, the anonymous contemporary artist with enormous support among Generation Z. An art space bursting with personality enhances the "miraculous moments" created while playing games, the many expressions that emerge, and the sense of unity shared with friends, delivering an immersive experience that feels far removed from everyday life.



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.



GiGO Guam



GiGO Shanghai Bailian ZX Creative Centre



The GiGO brand is expanding around the world

Leveraging the expertise in amusement facility operations that it has developed in Japan, the GiGO brand is accelerating its global expansion. In 2026, GiGO successively opened "GiGO Shanghai Bailian ZX Creative Centre," located in one of Shanghai's most prominent centers of culture, and "GiGO Shanghai Jing An Joy City," which brings together entertainment, culture, and social experiences. In addition, "GiGO Guam" opened in Guam, one of the world's leading resort destinations, bringing GiGO's unique entertainment experiences to tourists and many other customers.

GiGO Shanghai Jing An Joy City

History

2004 **April** Sega Bee Link Co., Ltd. established.

2012 **October** SEGA's Amusement Arcade Division was merged into Sega Bee Link Co., Ltd., and the company was renamed SEGA Entertainment Inc.



2016 **March** Absorption-type company split and transfer to Ee 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).



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 Opening of GiGO Ikebukuro Building 1, the first location under the new brand.



May Merged with TAKARAJIMA Co., Ltd.

October Absorption-type company split agreement executed with Avice Co., Ltd.
Business transfer from SUGAI DINOS, Inc.

December GiGO app, the official app for GiGO Group locations, launched.

2023 **January** Opening of the first overseas GiGO location in Taichung, Taiwan.



May Surpassed 200 GiGO locations in and outside Japan.

September Opening of GiGO Sohonten 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.

2024 **February** Acquisition of an 82.45% stake in PLABI Co., Ltd., followed by a merger in June of the same year.

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.

August Opening of GiGO Osaka Dotonbori Honten in Osaka.



September Opening of two GiGO locations in Ho Chi Minh City, Vietnam.

2025 **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.

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 Opening of a GiGO location in Shanghai, China.



June Transferred U.S. operations to GENDA Americas Holdings Inc.

August Opening of GiGO Guam in Guam, United States.

GiGO makes its first expansion into Vietnam, Shanghai, and Guam.

In 2024, two GiGO locations opened in Ho Chi Minh City, Vietnam. Additionally, in 2026, GiGO made its debut in China and the US by opening stores in Shanghai and Guam, respectively.
These amusement facilities blend Japanese arcade culture with local popular content, bringing GiGO's signature entertainment to customers around the world.

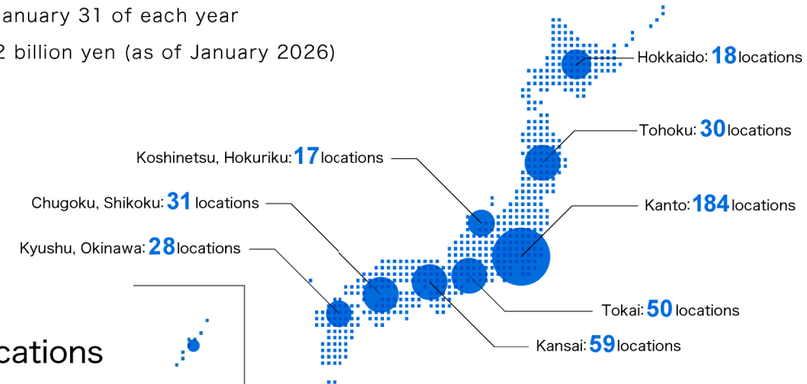
M&A of amusement and bowling facility businesses.

In 2025, amusement facilities operated by DORAMA Inc., HALOS CORPORATION, GameGoose Inc., Youing Co., Ltd., and SI Amusement Co., Ltd. joined the GiGO Group.
Furthermore, in 2026, the company acquired the bowling facility business from Tokyu Recreation Co., Ltd. By sharing expertise across both companies, we will continue to bring even more exciting entertainment spaces to more regions than ever before.

Company

Company overview

Company name:	GENDA GiGO Entertainment Inc.
Address:	17th 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, and planning and operation of restaurant facilities
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)



430 locations

Japan **417** locations + Overseas **13** locations

*As of September 30, 2026, including stores operated by GENDA(Shanghai)Co.,Ltd. and GENDA Americas, Inc.

Participation as a Team Owner

BEMANI PRO LEAGUE

We participate as a team owner in BEMANI PRO LEAGUE, a new style of entertainment combining esports and music, organized by Konami Arcade Games Co., Ltd.



Sponsor

Tokyo Great Bears
Tokyo Great Bears
A men's professional volleyball team in the SV.LEAGUE.

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 Hirosaki 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.

U-NEXT Pirates
A professional mahjong league (M League) team.