

Press Release

Cool Japan Fund Inc.

Tokyo, March 30, 2015

Investing in a Content Creator Development Business

Cool Japan Fund announced the decision to invest maximum 450 million yen for KADOKAWA Contents Academy Co., Ltd. (KADOKAWA Contents Academy) towards the expansion of training schools for content creator in numerous foreign countries.

KADOKAWA Contents Academy, which opened its first school in Taiwan last year, offers the skills of Japan's original contents production to aspiring overseas creators by Japanese practical professionals. This funding will accelerate not only their school business appropriate to each country's demands for vocational training, but also e-learning business and cooperation among Japanese content-related companies. The company will also achieve expansion into twelve countries and regions mainly in Asia, as well as in Europe and Australia in the future.

Through this project, Cool Japan Fund aims to establish a platform for human resource development that supports the overseas expansion of Japan's content industry. It will cultivate an enthusiastic fan base with an understanding of Japanese content, mainly among the graduates of the academy, thereby supporting the globalization and overseas expansion of Japan's content industry.



KADOKAWA Contents Academy in Taiwan (picture provided by the Academy)

Although Manga, Anime and other Japanese content have already attracted numerous fans worldwide, it is essential to produce entertainment content suited to local culture and needs in order to accelerate future overseas expansion of Japan's content industry. However, the industry lacks the human resources to achieve this purpose, and is required to develop and utilize local human resources who have a comprehensive understanding of Japanese content production methods.

To address this issue, KADOKAWA Contents Academy was established to provide skills on Japan's original contents production to aspiring overseas creators under the leadership of KADOKAWA CORPORATION (KADOKAWA), which has abundant experience in the content business. The academy provides practical training by Japanese creators in Manga, illustration, voice acting, light novel writing and other areas, and develops highly skilled human resources who are able to become professional creators worldwide. 125 students entered the academy in Taiwan, which opened in September 2014.

For the expansion of this academy into a large number of foreign countries, KADOKAWA Contents Academy will accelerate their business appropriate to each country's demands for vocational training, develop e-learning business and strengthen cooperation among Japanese content-related companies. Cool Japan Fund decided to invest maximum 450 million yen for KADOKAWA Contents Academy towards the expansion into twelve countries and regions mainly in Asia, as well as in Europe and Australia.

KADOKAWA Contents Academy will also receive additional investment from its parent company, KADOKAWA, as well as from Kinokuniya Company Ltd. and Pasona Group Inc.. These companies will cooperate in local promotional activities, human resources management activities including the support of job placement for graduates of the academy, and other initiatives.

Graduates of the Academy are expected to contribute to Japan's content industry in various ways, including making their professional debut in Japan, taking up employment with content providers and other content-related companies, and taking on the active role of a local partner in international joint production and localization.

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[KADOKAWA Contents Academy Co., Ltd.]

Established: October 2013

Business: Overseas content school business

Head office location: Chiyoda-ku, Tokyo

Chairman: Tsuguhiko Kadokawa

President and CEO: Tetsuya Koga

Website: <http://www.kadokawa-ca.co.jp/>

[KADOKAWA CORPORATION]

Established: April 1954

Business: Publication, production/distribution of films, production/sales of anime/games/ toys/ music, delivery services of information and digital contents etc.

Head office location: Chiyoda-ku, Tokyo

Representative Director and President: Masaki Matsubara

Website: <http://kadokawa.co.jp/>

[Kinokuniya Company Ltd.]

Established: January 1946

Business: Sales of Japanese/Western books, magazines, office equipment, stationery, information literature, audiovisual educational materials and education equipment, publication, production of video products and bibliography databases, management of halls, etc.

Head office location: Shinjuku-ku, Tokyo

President: Masashi Takai

Website: <http://www.kinokuniya.co.jp/>

[Pasona Group Inc.]

Foundation: February 1976

Business: • HR Solutions

Expert Services (Temporary staffing), Insourcing (Contracting),

HR Consulting, Place & Search (Placement / Recruiting),

Global Sourcing (Overseas), Outplacement, Outsourcing

- Life Solutions
- Public Solutions
- Shared

Head office location: Chiyoda-ku, Tokyo

Group CEO: Yasuyuki Nambu

Website: <http://www.pasonagroup.co.jp/english/>

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