

August 7, 2025

For Immediate Release

Listed company name: **SANKYO CO., LTD.**  
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(Code:6417,TSE Prime Market)  
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## Notice concerning Launch of New Project and Establishment of Subsidiary

SANKYO CO., LTD. (the “Company”) hereby announces that, at the board of directors meeting held today, it was resolved to establish a subsidiary in order to smoothly promote a new project and to enable flexible and prompt responses to challenges in the industry. The details are as follows.

### 1. Overview of the new project and purpose of establishing the subsidiary

The company is launching a new project, “KUGITAMA,” to reintroduce the inherent fun of pachinko to society. In order to promote this project and respond flexibly and promptly to industry issues, we have decided to establish a new subsidiary as a dedicated organization.

Through this project, we will develop a three-pronged approach of “Digital,” “Real,” and “Product,” and through this subsidiary, we will deliver to all users the “inherent fun of pachinko with balls and pins”.

#### “Digital” Initiatives

We plan to develop game applications that can be enjoyed on smartphones and PCs, and to open a digital museum “SANKYO Museum Online (tentative name)”. This will provide an environment where pachinko fans and inexperienced players can casually and free of charge try out nostalgic classic machines and new “Hane-mono” machines. In addition, some of the machines will be installed in experiential type stores, creating a new game experience that links the digital and real worlds. The game application will not be limited to a mere game experience, but will also be developed within the digital museum “SANKYO Museum Online (tentative name)” as content for learning about the history and culture of the Company and the pachinko industry.

#### “Real” Initiatives

We plan to develop “café × pachinko” experiential type stores in central Tokyo. We will provide a space where customers can experience the inherent fun of pachinko by installing simple and easy-to-play machines centered on “Hane-mono” machines. A portion of the facility will be opened as a café space, creating an environment where a wide range of people, including inexperienced players and young people, can casually drop by, thereby promoting visits.

#### “Product” Initiatives

We will provide pachinko fans and inexperienced players with opportunities to experience pachinko machines by offering new Hane-mono machines, which go back to the basics of pachinko, “pins and balls,” at affordable prices that will make it easy to introduce them to parlors.

The new project “KUGITAMA” is a symbol of our serious commitment to rebuilding the culture of play in pachinko machines and fostering social understanding. For those who have never played pachinko, those who used to enjoy pachinko, and current fans, we are committed to this project as a first step to expand the possibilities of “Asobi” (play) beyond all boundaries and to connect Japan’s unique entertainment culture to the future.

“KUGITAMA” Special Website URL : <https://www.kugitama.sankyo-fever.jp>

## 2. Outline of Subsidiary to be established

(1) Name	SANKYO IZM Co., Ltd.	
(2) Location	3-29-14 Shibuya, Shibuya-ku, Tokyo, Japan	
(3) Name and position of representative	Hiroshi Takahashi, Representative Director and President	
(4) Description of business	Business related to research, promotion, and dissemination of pachinko culture	
(5) Capital	450 million yen	
(6) Date of Establishment	August 8, 2025 (Scheduled)	
(7) Major Shareholders and Shareholding Ratio	SANKYO Co., Ltd. 100%	
(8) Relationship between the Company and the relevant company	Capital relationship	The new company will be established as a wholly owned subsidiary of the Company.
	Personnel relationship	One director of the Company is scheduled to concurrently serve as a director of the subsidiary.
	Status as a related party	Not applicable

## 3. Future Outlook

The Company believes that the impact of this matter on consolidated financial results for the fiscal year ending March 31, 2026 will be immaterial. Any matters requiring disclosure will be announced promptly.