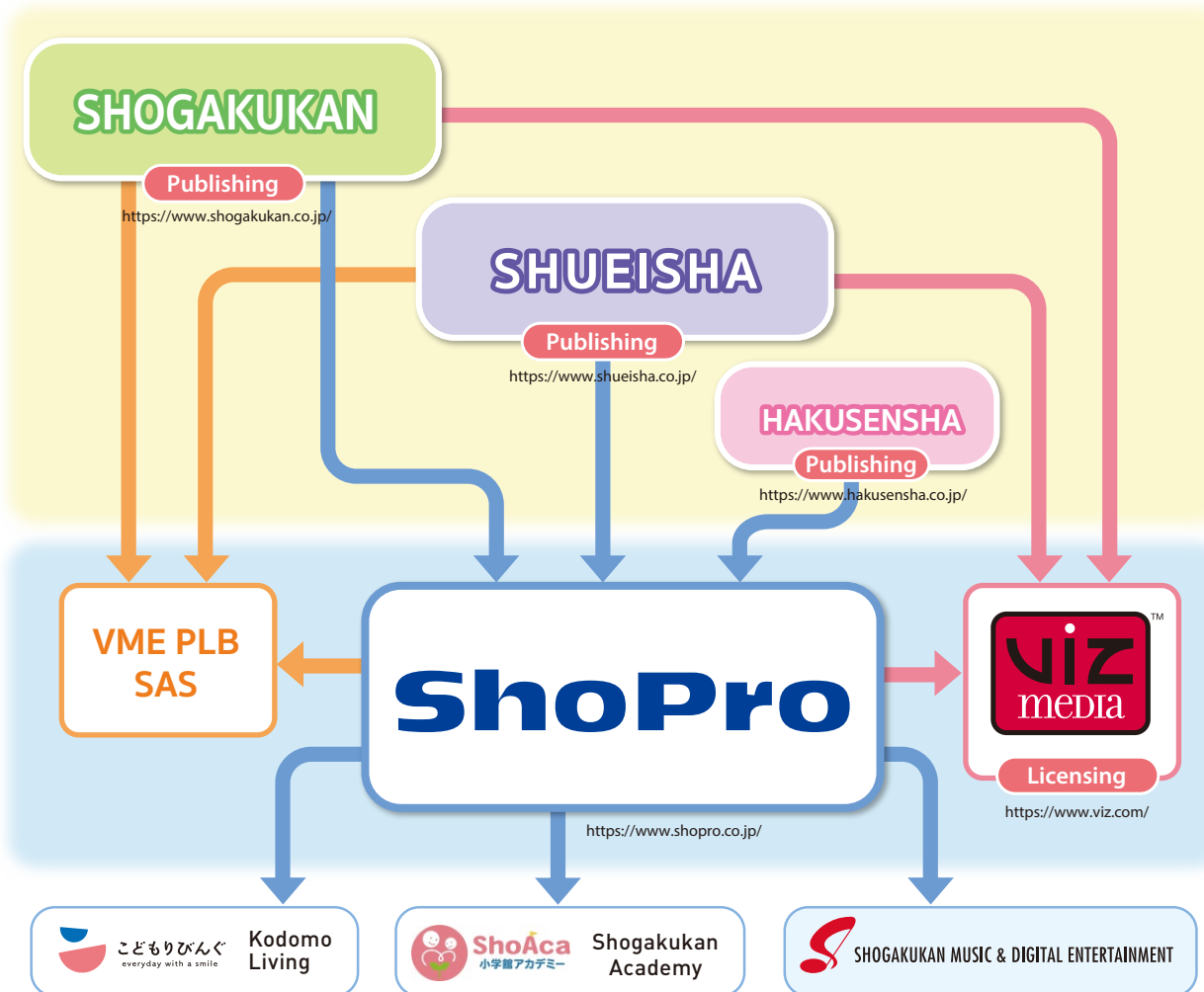




Company Information

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ShoPro and Group Businesses



This service page is intended for non-native Japanese speakers residing in Japan.

ShoPro and group businesses

ShoPro is a subsidiary of Japan's largest publishing houses; Shogakukan Inc. Shueisha Inc. and Hakusensha Inc.. Together, they distribute the majority share of the most popular magazines and comic books in Japan.

ShoPro was founded in 1967 to license and merchandise intellectual property (IP) owned by Shogakukan Inc. ShoPro has since experienced steady growth and expanded into two main sectors; the Media sector and the Educational Development sector. They represent some of the world's most popular entertainment brands for the Japanese market.

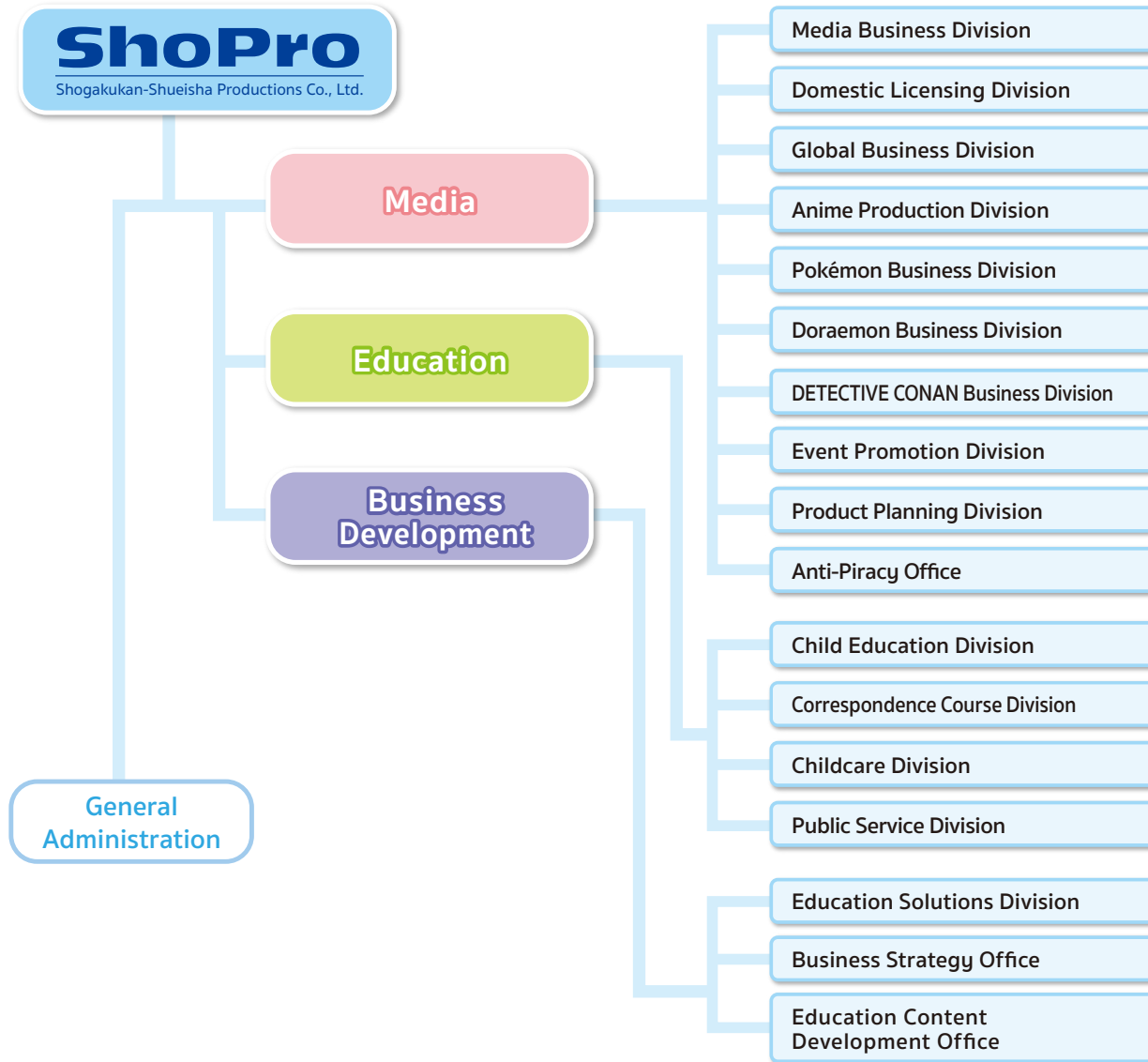
By maximizing the advantages of close relations between all Shogakukan group companies, ShoPro provides Shogakukan and Shueisha intellectual property, as well as client companies overseas, with powerful licensing and merchandising programs supported by a comprehensive blend of selected media.



Company Information

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Organization Chart



**Media**

Building upon over 50 years of experience in entertainment licensing, ShoPro's Media Division nurtures entertainment IP through a sophisticated and diverse mix of media support, which includes licensing, TV programming, event promotion, publishing and mail order sales.

This support is carefully planned and strategically implemented to establish each brand in its appropriate market, maintain brand integrity and promote long-term growth.

Through this unique approach, ShoPro has continuously proven its expertise in entertainment development, with the underlying objective of transforming children's dreams into reality.

\*IP: Intellectual Property

**Education**

The ShoPro Education Division offers its educational services to a wide range of age groups. These services include child-care services for young children, foundation subject studies such as English, Mathematics or Japanese for school children, cultural and language classes for seniors, and correctional facility education programs for adults.

Based on our experience and know-how in managing various educational events, programs, and facilities, ShoPro has recently been expanding its business to the area of PFI/DMS.

\*PFI: Private Finance Initiative

\*DMS: Designated Manager System