



Media Division

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Product Planning Division

**ShoPro Mall**



『ShoPro Mall』  
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『LIFETUNES MALL』



『WHISKY MEW』



『BATMAN FAILSAFE』  
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『かむもかまぬも神だのみ めちゃへん 早口ことば』 © Kenta Ohtani / Yoshimoto Kogyo / ShoPro 2022

**Shogakukan Global MD Business Group LIFETUNES MALL**

We operate Shogakukan's official online shop, LIFETUNES MALL, which includes The COMIXYZ and the Shogakukan Online Department Store.

The COMIXYZ offers a wide range of merchandise based on popular Shogakukan manga.

The Shogakukan Online Department Store features carefully curated products developed in collaboration with Shogakukan magazine editors.

**ShoPro MD Business Group ShoPro Mall**

Our department is responsible for planning and selling merchandise primarily based on the licensed properties our company represents.

We operate our official online store, ShoPro Mall, and also sell products at POP-UP STORES and through event exhibitions.

Through our merchandise, we aim to promote a deeper appreciation of Japanese anime and manga culture.

**WHISKY MEW**

WHISKY MEW is a premium online store offering whiskies curated by renowned whisky critic Hideo Yamaoka.

The bottles are labeled with designs using artwork from the featured manga, anime, or other works.

By blending whisky and manga culture, WHISKY MEW delivers a unique and "seriously delicious" experience.

**Publication Planning Business Group ShoPro Books**

Under the ShoPro Books label, we publish a diverse selection of titles, including translated foreign comics, visual books, children's books, and business books.

We also plan, produce, and distribute calendars featuring beloved characters such as Doraemon, Pokémon, and Detective Conan.