

April 21, 2019

Yoshimoto Kogyo Co., Ltd.
Nippon Telegraph and Telephone Corporation
Cool Japan Fund Inc.

Yoshimoto Kogyo and the NTT Group Launch a Digital Distribution Platform Business – With Additional Investment by Cool Japan Fund

Yoshimoto Kogyo Co., Ltd. (headquartered in Osaka, Osaka prefecture; Hiroshi Osaki, Chairman & CEO; hereinafter referred to as “Yoshimoto Kogyo”) and Nippon Telegraph and Telephone Corporation (headquartered in Chiyoda Ward, Tokyo; Jun Sawada, President & CEO; hereinafter referred to as “NTT”) will jointly launch Laugh & Peace_Mother powered by the NTT Group, a made-in-Japan platform business for distribution of educational content based on the concept “play and learn” both inside and outside Japan. The business is also receiving investment from Cool Japan Fund Inc. (headquartered in Minato Ward, Tokyo; Naoki Kitagawa, President and CEO; hereinafter referred to as “Cool Japan Fund”), and the three companies are establishing an operating company in Okinawa. The business is going to make full use of the latest technology including 5G services which are slated to commence on a commercial basis next spring. It will provide services enabling children to learn about various things while having fun with image content, games, and other features.

The platform will provide content centered on education, the market for which is expanding in Japan and other countries, and link them with the entertainment business of Yoshimoto Kogyo, the information & communications technology (ICT) of the NTT Group, and the know-how of the Cool Japan Fund concerning support for projects outside Japan. The companies will use it to develop business in quality made-in-Japan content in the field of education etc. both in Japan and other countries, mainly in Asia. In addition to investment from the NTT Group and Yoshimoto Kogyo, the new company will receive phased funding of up to 10 billion yen in total from the Cool Japan Fund. It will also open attraction facilities in Okinawa to serve as the platform’s base. By siting these facilities, which will offer a realistic experience of the world of virtual content, in Okinawa, it will also help to revitalize the local industry and attract tourists from the rest of Japan and other countries.

■ Name of the platform

Laugh & Peace_Mother powered by NTT Group

* There is an underbar (_)between “Peace” and “Mother.”

■ Business outline of the new company

① Production and distribution of new content and applications in the field of education etc.

The platform will provide services enabling children to naturally acquire all sorts of knowledge, i.e., wisdom applicable to their daily life, ways of viewing things from perspectives that differ from the usual ones, and logical thinking required for education in the sciences and programming, while safely and securely enjoying themselves with interactive applications and image content. As such, it will widen the world experienced by children and nurture their growth into people who can think and act for themselves even in the increasingly diverse and complex age of artificial intelligence (AI).

② Construction of a platform for provision of quality Japanese-made content in the field of education etc.

In line with the concept of “play and learn,” the companies will produce and market original interactive image content, games, augmented reality (AR) and virtual reality (VR) applications, and other items fusing the most advanced technologies and entertainment. Further in the future, they will deepen coordination with venture firms and various other players, create multilingual editions including diverse content produced by these players, and develop business in them in a wide range of other countries as well as in Japan.

③ Attraction-type facilities

The companies are going to site attraction-type facilities providing a realistic experience of the world of virtual content and applications in Okinawa, which serves as a bridge from Japan to other countries in Asia and the rest of the world. This will allow visitors from not only Japan but also other countries to enjoy attractions that are linked with content and applications based on the concept “play and learn,” fuse entertainment and ICT, and deliver a high degrees of reality and immersion.

■ Outline of the new company

Trade name: Laugh & Peace_Mother K.K.

Headquarters: Naha, Okinawa Prefecture (tentative)

Representative Director: Takayuki Oinuma

Business: Production and distribution of educational and other content/applications based on the concept “play and learn,” operation of attraction-type facilities, etc.

Date of establishment: April 2019

Time of start of business: upon completion of preparations in October 2019 or later

【Contact for inquiries】

<Yoshimoto Kogyo>

Yosuke Kasai, Promotion Center, Yoshimoto Creative Agency Co., Ltd.

MOBILE : 090-4167-5754/E-mail : :kasai.yosuke@yoshimoto.co.jp

<NTT>

Public Relations Office

E-mail : ntt-cnr-ml@hco.ntt.co.jp

<Cool Japan Fund>

Public Relations Division

TEL : 03-6406-7500 / E-mail : kouhou@cj-fund.co.jp