

Cool Japan Fund Inc.
Tokyo, September 30, 2020

Cool Japan Fund and Founder Bolster Sentai Holdings, LLC, Which Licenses Japanese Anime in North America

Cool Japan Fund (CJF) together with Sentai founder and anime trailblazer, John Ledford, are making additional capital available to Sentai Holdings, LLC (Sentai).

Sentai is engaged in the business of licensing Japanese anime in North America, and its independent status makes it a rarity as a licensor of Japanese anime for niche-market. Specifically, Sentai leverages multiple revenue streams including home video and packaged media sales, character goods merchandise, sub-licensing business and internet streaming services. Sentai is a leader in delivering Japanese source material to global audiences with its fully integrated translation, localization, subtitling, dubbing and quality control facilities. Since its founding in 2008, Sentai has established itself as a major force in the industry, having licensed over 700 Japanese anime titles. CJF invested to purchase shares of Sentai in August 2019.

Sentai recorded better financial results in 2019 than in the previous year and considers and implements measures with the goal of medium- and long-term growth. These includes strategic and operational changes established to adapt to the challenges posed by the COVID-19 pandemic and the uncertainties of the global marketplace for entertainment content. While some business verticals that compose Sentai's diversified entertainment distribution business such as HIDIVE have experienced significant growth, other areas such as production services and packaged media have experienced temporary supply chain lags largely due to the impact of COVID-19 across the industry.

With that background, CJF and Mr. Ledford decided to provide additional capital support to Sentai with the goal of further strengthening the company's financial foundation and positioning it to remain competitive despite macro economic challenges. This also includes measures to further strengthen Sentai's online business and calibrating its content management process. Through these efforts and other medium- to long-term growth measures, Sentai aims to expand the presence of Japanese anime content and related goods across the globe.

Reference) Cool Japan Fund Press Release (August 1, 2019)

Cool Japan Fund Invests in North American Anime Group Led by Sentai Holdings

https://www.cj-fund.co.jp/en/files/press_190801-en.pdf

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