



March 1, 2024  
Cool Japan Fund Inc.

## **Cool Japan Fund has sold its shares of WonderPlanet Inc.**

Cool Japan Fund Inc. (CJF) announces that it has now sold all of its shares of WonderPlanet Inc. (WonderPlanet) on Tokyo Stock Exchange Growth Market.

Focusing on handy smart device apps/games as a platform for transmitting the charms of Japanese content to the world, CJF had decided to invest in WonderPlanet in May 2019 in order to support their development of multi-language apps/games and strengthen their overseas marketing activities.

At the time of the investment, though Japanese games received a high evaluation from overseas in terms of their storylines and character development, in many cases, domestic companies that develop handy smart device apps/games do not have overseas business know-how, making it difficult even for domestic smash hit titles to expand overseas.

After receiving investment from CJF under these conditions, WonderPlanet has released Chinese versions of *Jumputi Heroes*, which features characters from *Weekly Shonen Jump*, and *KonoSuba: Fantastic Days!*, and Japanese, English, Chinese and Korean versions of *Alice Fiction*, which has achieved more than 1 million downloads across the world, acquiring a large amount of users overseas.

Since CJF succeeded in supporting them to create successful precedents of Japanese smart device apps/games overseas and enhance the new international demand for Japanese content and has played some role contributing to the growth of the industry overall through this investment in WonderPlanet, it began selling its shares of WonderPlanet and has now completed the sale of all shares.

Reference) CJF announced its investment in WonderPlanet on July 2, 2019.

[https://www.cj-fund.co.jp/en/files/press\\_190702-en.pdf](https://www.cj-fund.co.jp/en/files/press_190702-en.pdf)

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