



COMPANY VISION

Business Philosophy

While we move into a new era, Hobby Japan aims to become a leading company in the field of information industry bringing up fantastic and new projects.

With a fresh and self challenge spirit, Hobby Japan pushes forward to build this dream within the "hobby" field.

Taking a wide outlook to this era and being more sensible for information, we do a service for the customers and the public society offering our products and services to satisfy the market needs.

NEXT40

On August 2009 Hobby Japan reached its 40th anniversary. For that reason we would like to express our gratitude to all the people concerned that has supported us until this moment.

An enterprise is a living thing. That's why we think that the values of these last 40 years and the next ones will be completely different. The competition seems to increase more and more as well.

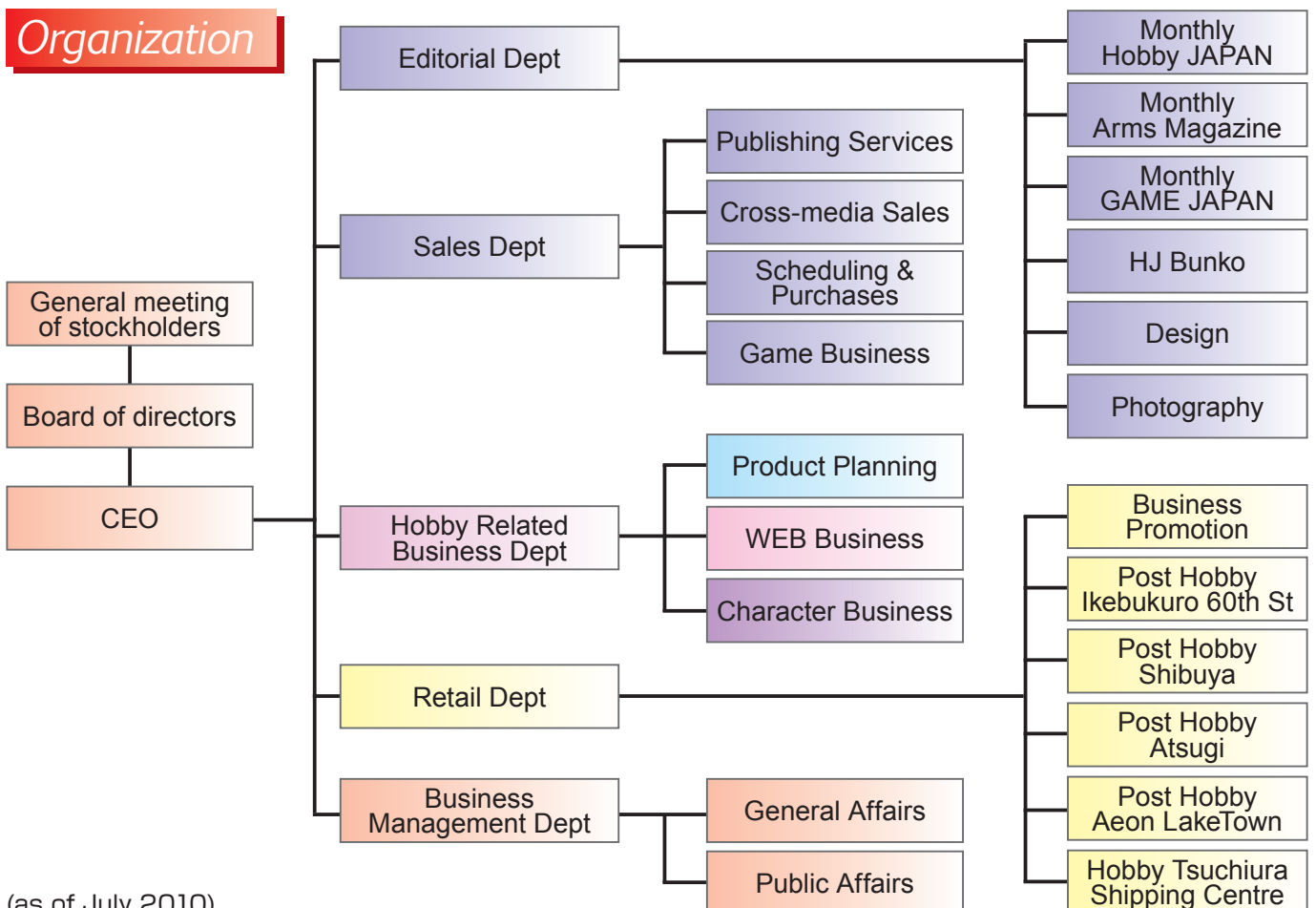
Pointing out to the creation of a new "hobby" market and wishing to grow even more, the enterprise "style" has also changed. As the management team has been rejuvenated, development speed of the enterprise has been increased as well. So please watch the future progress of reborn Hobby Japan.

TEAM Hobby JAPAN

COMPANY PROFILE

Company Name	Hobby Japan Co., Ltd.
Head Office	2-15-8 Yoyogi, Shibuya-ku, Tokyo 151-0053, JAPAN
Established	27 September 1969
Paid-in Capital	20,000,000 Japanese yen
Representative	Matsushita Daisuke, President
Employees	130 (as of April 2010)
Main Banks	Mizuho Bank,Ltd. / The Shoko Chukin Bank / The Bank of Tokyo-Mitsubishi UFJ, Ltd.
Customers	Nippon Shuppan Hanbai Inc. / TOHAN Corporation / Dai Nippon Printing Co., Ltd. / BANDAI Co., Ltd. / Tamiya, Inc. / SEGA Corporation / Tokyo Marui Co., Ltd. / Square Enix Co., Ltd./ Kotobukiya Co., Ltd. / Megahouse Corporation / ALTER Co., Ltd. / Good Smile Company / GENCO Inc. / Media Factory Inc. / NEC BIGLOBE, Ltd. / PARCO Co., Ltd. / AEON Co., Ltd. / Miyazawa Mokei Co., Ltd. (in random order)
Core Business	<ul style="list-style-type: none"> * Monthly hobby specialized magazines (Hobby JAPAN, GAME JAPAN, Arms Magazine), light novels (HJ Bunko), and other hobby related publications * Development of characters, copyright business * Planning of hobby goods and distribution * Management of hobby news website (Toretate! Hobby Channel) * Import and distribution of non Japanese hobby goods, games and others * Retail of hobby goods (Post Hobby)

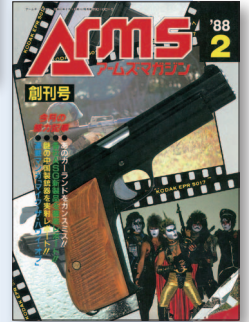
Organization





COMPANY HISTORY

- 1965 November Post Hobby Yoyogi store opens
- 1969 March Foundation of Post Hobby Co., Ltd.
- 1969 August **Monthly Hobby JAPAN** first published
- 1969 September Foundation of Hobby Japan Co., Ltd.
- 1973 October Hobby Japan introduces adventure games to Japan
- 1977 April Post Hobby Shibuya store opens
- 1981 December Game specialized **Monthly Tactics** first published
- 1987 December Military specialized **Monthly Arms Magazine** first published
- 1990 March **Monthly Tactics** is renamed **Monthly RPG Magazine**
- 1992 July Hobby event **JAF-CON** first held
- 1995 June P&H Atsugi store (current Post Hobby Atsugi) opens
- 1996 April Publication of a trading card game **Magic: The Gathering** Japanese Edition
- 1999 July **Monthly RPG Magazine** is renamed **Monthly GAME Gather**
- 2001 July Hobby event **Hobby EXPO** first held
- 2003 December Publication of a tabletop RPG **Dungeons and Dragons** Japanese Edition
- 2004 August Character & hobby event **C3×HOBBY** first held 
- 2005 April Hobby news website **Toretate! Hobby Channel** opens
- 2005 July Post Hobby Ikebukuro 60th St store opens 
- 2006 April **Monthly GAME Gather** is renamed **Monthly GAME JAPAN**
- 2006 July **HJ Bunko** (light novels) launches 
- 2007 July **Novel Japan Awards** established
- 2008 March Amalgamation of Hobby Japan Co. Ltd and Post Hobby Co. Ltd.
- 2008 October Post Hobby Aeon LakeTown store opens
- 2009 April **QUEEN'S BLADE** TV anime broadcasting 



Offering hobby dreams to the whole country readers...

This company publication started in 1969 at the same time the company was founded. Our fundamental principle lies in offering to the whole country readers "the hobby dream." Nowadays we are publishing three main monthly magazines and at least a hundred publications per year. In 2006 a light novel brand HJ Bunko was started as well. In order to respond to different kind of needs, we do our best working together as a team.



Monthly Hobby JAPAN

Monthly Hobby JAPAN launching took place in 1969. Although it specialized in miniature cars at the beginning, it has grown and been set as a hobby compilation magazine afterwards. Nowadays it is generally recognized as the No.1 magazine of the hobby industry. Great varieties of articles included, but the basic line of the magazine is "HOW-TO." Always we follow the opinion of the users and try to make them enjoy by seeing & reading. We offer the hottest information as a leading magazine of the industry.



DATA

First publication:
September 1969
Size: A4 wide
On sale: 25th of
each month

Monthly Arms Magazine

Boys once at least play with toy guns. Following that idea the toy gun & military information magazine Monthly Arms Magazine was born. It aims to convey the charm of guns as an entertainment. We want to be closer to many more people by offering a wide range of articles not only toy guns but also real guns, the Self-Defense Force reports and even the trendy military fashion.



DATA

First publication:
December 1987
Size: A4 wide
On sale: 27th of
each month

Monthly GAME JAPAN

The relation of this company and games began in the 70's when Monthly Hobby JAPAN started to introduce the simulation games using model figures. Since the launch of Monthly Tactics in 1981, changing its name to Monthly RPG Magazine and then Monthly GAME Gather, we have been always introducing intellectual games in the forefront. Nowadays that field has been spread to the TV games to entertain a wide range of readers.



DATA

First publication:
December 1981
Size: AB
On sale: 30th of
each month

HJ Bunko (mini paperback)

A great knowledge in a long time experience in the hobby business naturally made this company wish to produce charming stories and characters. From that wish a light novel brand HJ Bunko was born. In 2007, light novels on games presented as HJ Bunko G started as well. The field of creation is spreading more and more. Besides the open-type novel awards Novel Japan Awards was established, we are making great effort to discover new talents.

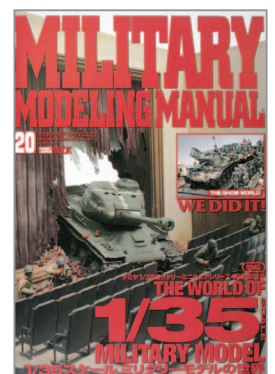


DATA

First publication: July 2006
On sale: 1st of each month

Books/Mooks

The challenges this company deal with are not limited to the monthly magazine publications but also other publication styles. From all the specialized news we create one unique book and deliver to the readers of the whole country.



**WEB
Business**

**Goods
Planning**

**Character
Business**

CONTENT BUSINESS (Hobby Related Business)

In this company we develop the content business on the basis of publishing. This new business consists of three projects: WEB business, character business and goods planning. Apart from development of these individual projects in itself, according to the effect of a synergy of those we also offer new possibilities to the end users and the market.

New Business Development on the basis of Publishing Business

Publishing

To Create the New Contents

Hobby Related Business

**WEB
Business**

- Media management through internet
- Digital content development through mobile phones etc

**Character
Business**

- Character development
- Copyright business

**Goods
Planning**

- Original goods planning
- Goods planning in collaboration with partner companies

**Expansion of the content business
through business cooperation**

Creating a new hobby business using internet



Our news site Toretate! Hobby Channel offers the latest news to the end users regarding anime and figures. From that site we develop a profit-earning business such as limited edition goods and advertisement sales. We also suggest a new "hobby life" generation through the use of PC and mobile sites.



News Site
Toretate! Hobby Channel
<http://hobby-channel.net/>
 On-line from April 2005



Web Shop
Hobby Japan Online Shop
<http://www.hobbyjapan-shop.com/>

Giving birth to a intellectual original business from zero



Managing the original contents from our light novel

works and websites, we will expand our business to different entertainment fields such as anime and games. We create original contents by ourselves as well. The character business plays the central role of Hobby Japan.



Otokonoko wa Maid fuku ga osuki!?
 Published serially from April 2008 at Hobby Channel
 ©CherryGirls



Magical Marine Pixel Maritan
 Published serially from January 2005 at Monthly Arms Magazine and Hobby Channel
 ©Hirai Yukio/Hobby JAPAN

Giving shape and delivering the users "wishes"



We offer the "only one" products to the hobby fans through the mail order service in Monthly Hobby JAPAN and also our website, hobby events, nationwide bookstores and hobby shops. In collaboration with many partner enterprises, we deal with the whole process of goods planning, production, marketing and distribution. This company does not stop only at its strongest genre such as figures and dolls but also continues with an extensive genre: new publications, drama CD, character goods from Queen's Blade, etc.



Queen's Blade
 A unique character brand of the combat picture book
 ©HobbyJAPAN



Product Planning
 Mainly through Monthly Hobby JAPAN mail order service, we also offer amazing goods in collaboration with partner companies
 ©Suzuki Akira · Niê/HobbyJAPAN
 ©1982 BIG WEST

Getting hobby information from all over the world

Ever since Hobby Japan started we have been introducing to Japanese fans the foreign hobby. We started from importing model cars in the 1960's, popularized all those intellectual games such as simulation games in the 1980's, role playing games (RPG) in the 1990's. In 1996, with the release of Magic: The Gathering our company became the pioneer of the Japanese trading card game (TCG) boom. From 2003, with the Japanese release of Dungeons and Dragons we ignited, once again, the RPG boom in the Japanese market.



Skilful hand-made miniature cars

Continuously, as a national hobby game pioneer we keep on importing foreign board games and localizing them in Japanese. Furthermore, we also serve as a Japanese exclusive distributor of foreign model car makers. Original imported goods by OEM production is becoming a big business as well.

We are always functioning as an antenna of the world, catching the foreign market news.



*Japanese edition of foreign board games :
Japanese translation of a great number of well known titles and awarded famous works*

Main Suppliers

- Wizards of the Coast** (USA)
- Fantasy Flight Games** (USA)
- Rio Grande Games** (USA)
- Asmodee Editions** (France)
- Carta Mundi** (Belgium)
- Lookout Games** (Germany)
- MR Collection Models** (Italy)
- BBR** (Italy)
- CMC** (Germany)
- Navis Neptun** (Germany)
- Motor Max** (Hong Kong)
- Unimax Toys** (Hong Kong)
- Brooklin Models** (UK)

Retailing

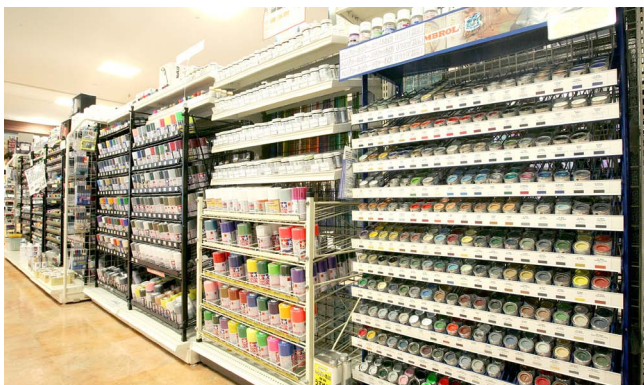
RETAILING



Why is this company so unique? Because Hobby Japan is a publisher, licensor and manufacturer but at the same time a retailer. It owns the Post Hobby shops chain, a point of contact with the end users. In the hobby market which keeps expanding, this company receives the users' requests directly and responds to the diversification of their needs through a proposal of new goods. That's our forte.

Showrooms

Through many of the in-store showcases products can be carefully observed. Besides an enjoyable space where customers can do their shopping, we offer a display image after the purchase. Furthermore, as a promotion space the latest and various news are shown as well.



Making Hobby

Monthly Hobby JAPAN is constantly working on this tradition of "an enjoyable construction of model." From kit to any tool, we select a complete set of items in order to make real the readers feeling of "wanting to construct." Our staff with the special knowledge firmly supports this model production.

Collecting

What is the thing you choose to collect among so many goods? Apart from collecting there is also hobby adoration. From the establishment of Hobby Japan we have been handling miniature cars, importing rare goods directly from abroad gathering plenty of special order models, etc. All of them have fascinated many fans.



Event

HOBBY EVENTS

With the development of the hobby industry, the number of event is growing every year. Why do these events keep increasing in number at this age of advanced internet community? No other reason but the great demand from users. Users' enthusiasm triggered by hobby products and information needs a place to be fully expressed. Events constitute the best place to serve that purpose. Then, something new will certainly come out of the synergy between users and the enterprise.

In order to always stay close to the users, and also to energize the business itself in the way only an enterprise can achieve, our company is deeply committed to organizing and exhibiting at events.





BUSINESS SYNERGY

Since the establishment of this company in 1969, we have been expanding our business field covering a lot of topics: publishing such as monthly hobby specialized magazines and light novels, character development, copyright management, hobby goods planning and distribution, running hobby news website, import and distribution of foreign hobby goods, retail of hobby goods.

The coordination of those different projects has produced a synergy. Continuously the business synergy will bring out new products and contents.






 = **クイーンズブレイド**
QUEEN'S BLADE



 = **いちばんうしろの大魔王**
Demon King Daimao
TV animation




 = **Original goods**



 = **Proposal of constructing a railroad model**





BUSINESS MAP

Shops

3F mori, Aeon LakeTown
5 min. walk from JR Koshigaya Laketown Sta.

Hisashi-Saitama Rd. mori
kaze Musashino Line
Koshigaya Laketown Sta. Yoshikawa
◀ Minami Koshigaya ▶

Post Hobby Aeon LakeTown
3F mori, Aeon LakeTown, 2-8 Azuma-cho
Koshigaya city, Saitama 343-0826
TEL 048-990-1263

SATY 8F
5 min. walk from Odakyu Line Hon-Atsugi Sta.

Loisir Hotel Atsugi
Atsugi City Hall Atsugi
PARCO Atsugi 1st Ave.
Atsugi Nakacho Ave. Sagami River
North Exit East Exit Odakyu Line
Hon-Atsugi Sta. Shinjuku
◀ Odawara ▶

Post Hobby Atsugi
8F Atsugi Garden City Bldg, 1-5-10 Nakamachi
Atsugi city, Kanagawa 243-0018
TEL 046-297-7440

6F PARCO Part I
5 min. walk from JR Shibuya Sta. Hachiko Exit

Dogenzaka 109 Tokyu Hands
PARCO PART3
PARCO PART2
JR Shibuya Sta. SEIBU A-Wing SEIBU B-Wing
Hachiko Exit Yamanote Line Miyashita Park

Post Hobby Shibuya
6F Shibuya Parco Part I, 15-1 Udagawa-cho
Shibuya-ku, Tokyo 150-0042
TEL 03-3464-6627

Logistic Centre

Hobby Tsuchiura Shipping Center
744-4 Nagakuni, Tsuchiura city,
Ibaraki 300-0817
TEL 029-826-5467

2F Sankei Bldg
5 min. walk from JR Ikebukuro Sta.

Mitsukoshi Sunshine Dori Ave. Hotel
Mizuho Bank Theatre Ikebukuro
East Exit Lotteria Sunshine 60 Dori Ave. Tokyu
Hand
JTB
JR Ikebukuro Sta. PARCO Meiji Dori Ave.
SEIBU (Shuto Expressway)

Post Hobby Ikebukuro 60th St
2F Sankei Bldg, 1-22-5
Higashi Ikebukuro
Toshima-ku, Tokyo 171-0013
TEL 03-3985-5037

Head Office

Shinjuku Hobby Bldg
6 min. walk from JR Shinjuku Sta., South Exit

Tokyo Metropolitan Government Bldg. Tokyo Metropolitan Assembly Bldg. Keio Plaza Hotel Tokyo Shinjuku Meiji Yasuda Life Hall
Shinjuku NS Bldg. KDDI Bldg. Horai Bldg. Shinjuku Washington Hotel ampm First Kitchen South Exit
Curry Noodle Shop Senkichi Post office Doutor Coffee House Lumine 1
Bunka Women's Univ. Police Box Zenrosai Hall Space Zero McDonald's
JR Shinjuku Sta. Keio Dept. Store Meiji Dori Ave. TAKASHIMAYA Times Square
Koshu-Kaido Ave. Koshu-Kaido Underground Walkway
Yamanote Line

Shinjuku Hobby Bldg, 2-15-8 Yoyogi, Shibuya-ku, Tokyo 151-0053
TEL 03-5304-9110 *General Affairs