

July 27, 2015

Froebel-Kan Co., Ltd.  
TMS ENTERTAINMENT CO., LTD.  
Nippon Television Network Corporation



**Loved by Children for 27 Years,  
“ANPANMAN” Launches First Overseas Business!**

Froebel-Kan Co., Ltd. (headquartered in Bunkyo-ku, Tokyo and headed by Akihiko Iida, President and Representative Director), TMS ENTERTAINMENT CO., LTD. (headquartered in Nakano-ku, Tokyo and headed by Yoshiharu Suzuki, President and CEO), and Nippon Television Network Corporation (headquartered in Minato-ku, Tokyo and headed by Yoshio Okubo, President, Representative Director, and Chief Executive Operating Officer) are proud to announce the first-ever overseas business venture of “ANPANMAN.” Adapted from a popular children’s picture book, “ANPANMAN” is a TV animation series that has risen to unparalleled fame and has become a franchise that boasts a total market size of USD 1 billion. In Japan, every household with a preschool child owns at least one ANPANMAN product. Original author Takashi Yanase dreamed of bringing ANPANMAN’s message of love and courage to all the children throughout the world, and the three companies came together to finally make his dream a reality. Taiwan marks the first step in this global rollout.

The Taiwanese people, who have a deep appreciation for Japanese culture, have been enjoying the television animation program “ANPANMAN” since it started broadcasting in 2000. Known locally by the title “*Mien Bao Chao Ren*,” the show is also broadcast on cable TV channel MOMO Qinzitai and is well-loved by children in Taiwan. In 2009, it set a Guinness World Record for having the most characters in an animation series. Our hope is that the ANPANMAN characters become even more loved and that they develop a relationship that gets stronger as the children grow.

A flagship store named “ANPANMAN Official Shop Taipei” will open in September 2015, the first-ever overseas ANPANMAN shop.

**The first overseas official shop!!  
“ANPANMAN Official Shop Taipei”**

**Opens September 2015!!**



The shop will be located in Hall A8 of the Shin Kong Mitsukoshi in the Xinyi District of Taipei, known for its many shopping malls. Shin Kong Mitsukoshi is one of the most popular department stores in Taipei. With its family theme, Hall A8 is visited by numerous families every day.

**Shop concept: “Have fun playing and learning with ANPANMAN!”**

We hope that many families will visit the shop, where children can experience the world of ANPANMAN through original goods available only in Taipei, as well as goods that have proven to be a hit in Japan. The shop will also be the source of various new information on ANPANMAN. We will work to ensure that the shop is an enjoyable place not only for Taiwanese families, but also for tourists visiting Taiwan. Fun things are in store for your entire family!

**Shop Details**

Name:	ANPANMAN Official Shop Taipei
Grand open:	September 10, 2015
Location:	Shin Kong Mitsukoshi Hall A8, Xinyi District, Taipei
Open hours:	11 am – 9:30 pm; open until 10 pm on days before holidays
	* will follow the operating hours of Shin Kong Mitsukoshi Hall A8
Operator:	BANDAI NAMCO TAIWAN CO., LTD.

**Shop Image**



view-1 Facade View

We aspire to launch a business based on characters that will continue to be loved by children in Taiwan, in hopes of establishing a new market for ANPANMAN.

The Taiwanese official website for ANPANMAN will be launched on July 30, 2015. Please visit the link below.

ANPANMAN Official Site: <http://www.anpanman.tw>

Official Taiwanese ANPANMAN Logo:



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