



SUGOROKUYA Company Profile

Company Overview

Company Name	SUGOROKUYA Co., Ltd.
E-mail	trade-overseas@sugorokuya.jp
Corporate Representative	Koji Malta
Location	【Head Office】 Higashinakano 1-51-3, Nakano-ku, Tokyo
	【First Shop】 Nikko building 2F, Koenji-kita 2-3-8, Suginami-ku, Tokyo
	【Second Shop】 Kanda Kosho Center 7F, Kandajimbocho 2-3, Chiyoda-ku, Tokyo
Founded Year	April 2006
Capital	2 million yen
Number of Employees	37
Accounting Period	End of June

“**SUGOROKUYA**” is a comprehensive company of board games, led by CEO “Koji Malta”.

We have expertise in these 5 fields:

- ***Game design***
- ***Planning***
- ***Production***
- ***Information distributing***
- ***Game event organizing***



CEO Koji Malta

The first graduate of "Human Creative School," the first training school for game creators in Japan.

From 1991, he engaged in creating video games for 15 years.

Major works that he was involved in:

“EarthBound (SUPER NES)”

“Shiren the Wanderer 2 (Nintendo 64)”

“Homeland (GameCube)”

In April 2006, established “SUGOROKUYA.”

Since then, he has been working on board games as his main focus - making original games, promotion planning, writing books, having workshops and lectures, etc.

Main business areas

Store operation

**Planning
&
Event management**

**Maker
&
Publisher**

Distribution



1. Sugorokuya as a “Speciality shop of board games”

Speciality shop of board games

1. One of the largest board game shops in Japan



Only a minute from stations in Tokyo.

We handle **over 800 kinds** of board games, and operate **2** shops.

We have **expert staffs** and suggest games by **hearing customers' needs**.

Families, couples and board game fans make up similar percentages of our **main customers**.



2. Various devices as a retailer

- When inspecting products, we examine them carefully and manually one by one.
- We produce original goods that enable us to play games more comfortably.

Examples



A semi-permanently writing tool
<Pixel slates>



Count high scores with few chips
<Smart Game Chips>

- We make videos and simplified charts that are useful for playing games and understanding rules.
- We include additional attachments for option rules, depending on the difficulty and number of players.
- We introduce board games based on different themes by publishing free paper.



2. Sugorokuya as a “Planning & Event management company”

Planning & Event management

1. Organization for wide variety of events



<For family>



<Games for education lecture>



<Massive Trial Session>



<Event with Sushi>



<SUGOROKUYA Festival>



<Making a game>

2. Promotional Activities

- ***Twitter Discount*** : Discount campaign for Twitter users.
- ***Writing Game introduction articles*** : Updating our web blog which summarizes games briefly.
- ***Sales promotion*** : Creating tie-ups with various media and establishing the product's webpage.
- ***Board game workshop*** : Events for families that develop children's potential abilities like creativity and logical thinking through the experience of coproducing games.
- ***Supervision of comics & animation*** : We supervised the Japanese manga & anime "Ho-kago Saikoro Club," which refers to our shop, and we write a column in the manga.
- ***Lectures about how to utilize games*** : We sometimes organize lectures for people who want to liven up their place, such as a school or office, with board games.

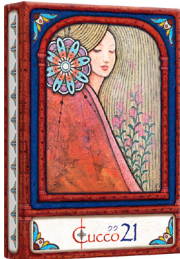


3. Sugorokuya as a Game Maker & Publisher

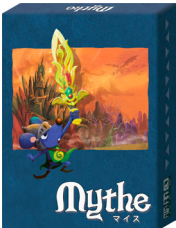
1. Our products introduction



Ichigorilla (2009)



Cucco21 (2011)



Mythe (2012)



Hannin-wa-odoru (2015)



Sotto Oyasumi (2017)



Bandido (2019)



Suzume-jong (2018)



Kartel (2019)



Nanja-Monja green & white (2016)



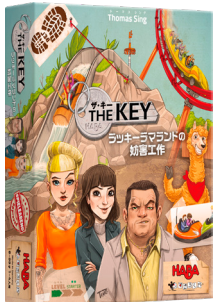
Legend of Wendigo (2018)



Zombie Kidz Evolution (2019)



Nidavellir (2020)



The Key: Sabotage at Lucky Llama Land (2021)



Catalogue (2019)



The night of witness (2019)



Nantetta (2020)



Zombie Teenz Evolution (2021)



Story Tailors (2020)



Onsoku Hanten (2022)

1-1. Various forms of producing



<Original Products>



<Reproduction Products>



<Localized import version>

- **Original Products**: Creating from scratch and commercializing
- **Reproduction Products**: Improving and generalizing draft or existing products and commercializing.
- **Localized import version**: Main targets are foreign products. We make and send the data of the box and rulebook and later import the finished product.

1-2. Hit products



w:7.6cm



w:11.5cm

Total number of sales

About 722,000

About 557,000

About 341,000

About 132,000

1-3. PR activities according to planning abilities.



<Tying up with TV entertainer>



<Game introduction on business trip>



<Launched an App that you can try our games.>



<Organizing trial session of new games>



<Distributing trial version of games, as prize at festival>

PR activities that maximize fascination of products.

1-4. Promotional Videos

We direct detail and make promotional videos with a film making company.



Secret Admirer

<https://youtu.be/WU0H47CaTnA>



The Key: Theft at Cliffrock Villa

<https://youtu.be/hWVDN-4PxaA>



Toddles-Bobbles

<https://youtu.be/0jy6cfVxoD4>



Amelia's Secret

<https://youtu.be/bWAeQmeWz14>



The Night of Witnesses

<https://youtu.be/6qgVyteQ4OY>



Hau Weg!

<https://youtu.be/khXSpV65ZMo>

2. Efforts for preserving high-quality products

- When we make games, the staffs who haven't played them yet check them. We never produce halfway games and create the best game without compromise.
- When making the rule book, we completely confirm if we can play games smoothly and surely by checking it from many perspectives from several stages and revision .
- We choose the parts for our products strictly, from the perspectives of touch, smell, color and durability.
- For stable supply and high-quality products, we produce games with the manufacturing company that is able to fulfill our demands for each product, like delivery date and quality.

3. Writing board game books



<Encyclopedia of "Jukugo-Trump">
(2009)



<Board Game Catalog>
(2011)



<Handbook of 30 Games using paper and pen> (2012)

16th impression
sold more than 10 thousands copies



<Board Game Catalog 201>
(2013)



<Handbook of Board games for family>
(2016)



<Board Game Catalog 202>
(2018)



<The 30 Best Card Games>
(2021)



4. SUGOROKUYA as a Distributer

Wholesale distribution network for largest retailers



<TOKYU HANDS INC.>

Annual sales : **394 million Euro** (The fiscal year ended at March 2022)

Number of stores : **63**



<THE LOFT CO.,LTD>

Annual sales : **632 million Euro** (The fiscal year ended at February 2022)

Number of stores : **139**



<Don Quijote Co.,Ltd>

Annual sales : **13 billion Euro** (The fiscal year ended at June 2022)

Number of stores : **468**



<Toys"R"Us-Japan, Ltd.>

Annual sales : **704 million Euro** (The fiscal year ended at December 2021)

Number of stores : **160**

Distributing throughout Japan

To prevent reselling and price war, ***we select clients carefully.***

From hearing demands of clients, the sales team ***propose the best sales technique based on our experiences of retail store***

The amount of whole sales in 2021 : ***4.6 million Euro***

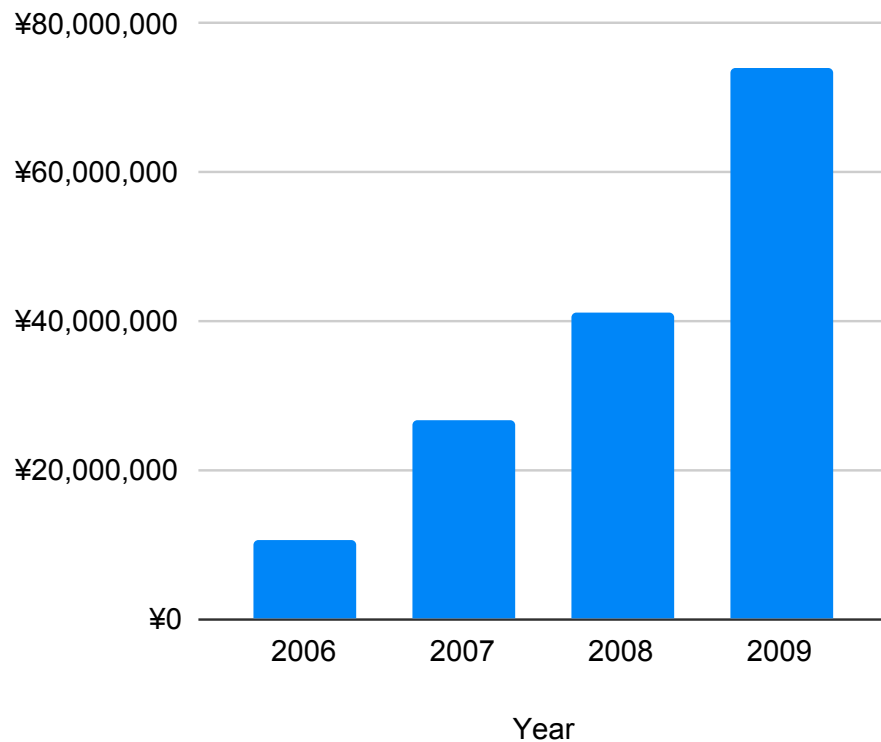


**5. The transition of annual sales
&
Compound Annual Growth Rate**

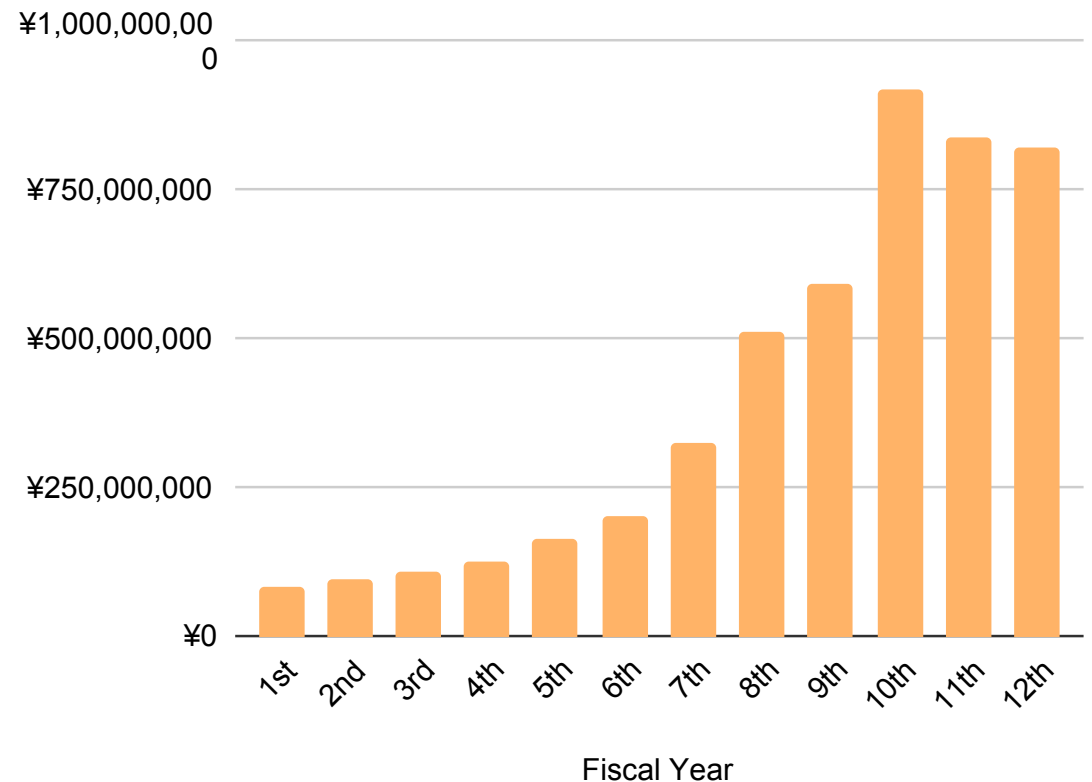
The transition of sales & Growth Rate

Annual sales grew **78 times as much** in the past 15 years

Annual Sales (Individual business form)



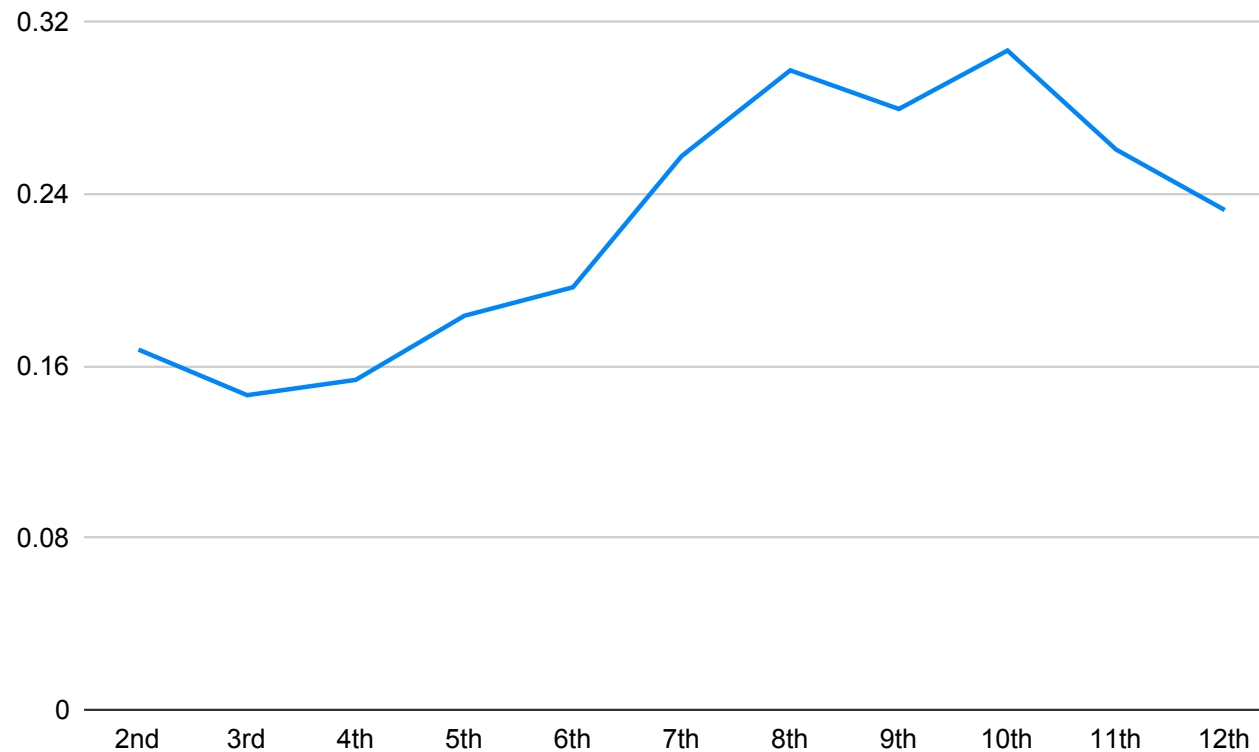
Annual Sales (incorporation form)



After incorporation, annual sales grew **10 times as much** in 11 years.

The transition of sales & Growth Rate

Compound annual growth rate (CAGR)
grew **23%** in 12 years



※the base period is 1st

Note: CAGR of Japanese game companies (including video games) is **12.5%**,
and we grew ***almost double of it.***



6. Policies of Sugorokuya

Sugorokuya contributes to the society and people by raising the value of “creativity” and the “sharing of system” through board games.

- Games are what make players’ “***creativity.***”
- Creating games is to be creative to make players use their creativity.
- Sugorokuya treats all game functions as valuable.
- Thus, Sugorokuya doesn’t deny video games.
- The biggest trait about board games is that it creates a ***small society*** among the players.
- We contribute to the society and people by improving value of “creativity” and “sharing mechanism” through board games.



7. Our consideration of Japan's condition

1. Board games are getting popular in Japan. But the number of board game cafes increased too. There are about 129 board game cafes in Tokyo (524 in Japan). Young people in Japan usually live in a small apartment or live with their parents, and most of them never invite people to their home. So, they go to a board game cafe when they want to play board games. Some cafes have more than 500 games. Many people go to a cafe when they want to try a new game. They get satisfied at the cafe, and don't buy big expensive (€40 ~ 50) games.

2. In Japan, families who buy new board games are extremely few. The people who buy "family games" are not families, but some board game fans. Because of this, it's a little hard for us to buy your games if you push them as a "family game." On the other hand, we are the only Japanese company who introduce those good games to families.



8. Recommendation letters from main clients

Main foreign clients



HABA / Germany



Blue Orange Games / France



LOGIS / Lithuania



Simple Rules / Russia



Blackrock Games / France



Le Scorpion Masqué / Canada



Helvetiq / Switzerland

Recommendation letter

- Simple Rules (Russia)

We are happy to have Sugorokuya as our partner since 2015. This is our most fruitful partnership in international market. Sugorokuya localized our game Toddles-Bobbles as Nanja-Monja in Japanese market. We know Sugorokuya as very respectable company with very high reputation in Japanese market. Their contacts provide sales in crucial chains and distributors in Japan. They keep well-thought-out policy of distribution. Sugorokuya provides extensive, creative and very effective promotion. We are really impressed with their work. As a result, the sales exceeded our expectations a lot. We really enjoy with our collaboration. Sugorokuya is absolutely reliable partner, who always fulfill his obligations in time, responsive and attentive. This allows us to recommend Sugorokuya as a reliable, professional player in international board game market.

• LOGIS (Lithuania)

Thank you for your cooperation. Your assistance helps us to grow and improve.

SAVAS TAKAS IR KO is a Lithuanian publisher manufacturing board games under the LOGIS trademark since 1997. We offer a variety of board games suitable for children from 3 years of age as well as all other board game lovers. Our main goal is to create the games that contribute to the development of narrative, mathematical, emotional and social skills, logical thinking and memory of children. We seek that our games were not only educational but also interesting to play and appealing both emotionally and visually.

Every year, LOGIS board games are presented at international exhibitions in various countries and receive awards in different categories. Our games have already been recognized and are distributed in various European countries and the US. Schools and kindergartens often use them as educational tools. Children and entire families eagerly play them at home. LOGIS games are also known for their exceptional quality. We use durable, safe and eco-friendly materials to make all the constituent parts of the games. The games are published in several languages, their rules are easy to follow and the gameplay is simple and fun. This is why our games are much liked by both children and adults.

As of 2014, we have been making LOGIS games for the Japanese market in collaboration with the Japanese company SUGOROKUYA CO. Our business partnership has been a true delight. We know very well that Japan has very strict quality requirements in terms of both visual appearance, physical characteristics and intellectual features of board games, and we are truly happy to have complied with your standards. We will do our best not to disappoint our dear partners in the future, as it is not easy to find such a reliable and intellectual business partner as SUGOROKUYA CO that understands the benefits the board games have to offer.

Thanks to SUGOROKUYA CO., the Japanese children can already enjoy some of the LOGIS board games. We have been informed that the biggest hits among the children were Guess who I am?, Quibbit, MultiCity and Riff Route. What a great choice!

We release about 4-6 new games under the LOGIS trademark every year. We respect and highly value our mutually beneficial and successful cooperation; therefore, our Japanese partners are the first to receive our latest offers. We were pleased to hear that you were able to find some of the board games to be suitable for Japanese children and board game lovers.

Once again, thank you for being our business partner and helping LOGIS board games to find their yet another new home in Japan. We are delighted to with our mutually beneficial business relationship – your assistance helps us to grow and improve.

Sincerely, LOGIS Team

HABA
Habermaass GmbH
August-Grosch-Straße 28-38
96476 Bad Rodach
Germany

Sugorokuya Co., Ltd.
Mr. Koji Malta
1F, Nikko Building,
2-3-8 Koenjikita,
Suginami-ku,
Tokyo 166-0002
JAPAN

Partnership with Sugorokuya Co., Ltd.


Dear Mr. Malta,

We are glad to confirm that Sugorokuya Corporation is one of our trusted and official partners in Japan. We are very satisfied of our business relationship together with Mr. Malta, and your Company.

Yours faithfully,

Christian Vollmer
Export Manager HABA Company

Kuriko Ito
International Account Manager at HABA Company



**Please let us spread your games, so that
people in Japan can discover new fascinating games.**

We would like to find works we can do together.

Thank you!