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To whom it may concern

Wedge Holdings Co., Ltd.

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## **TCG "Haikyu!! Volleyball Card Game!!" Press Release in Indonesia**

Our company (Headquarters: Chuo-ku, Tokyo, President and CEO: Mr. Tatsuya Kinoshita) is developing TCG "Haikyu!! Volleyball Card Game!!" for Southeast Asian Countries in their national languages.

As already announced, We are actively engaged in PR activities in Vietnam. Now, to prepare for our next release in Indonesia this year, we want to announce that we have started PR activities in Indonesia as well.

At the event "C3AFA Jakarta 2018" that was held in Tangerang, Indonesia on 31 August - 2 September 2018, our company introduced Trading Card Game (Below, is written as TCG) "Haikyu!! Volleyball Card Game!!" in national Indonesian language. On this event, visitor can try to play TCG in their national Indonesian language as well as watching performance on PR stage show. This event was visited by 62,000 people and was the biggest Japan Pop Culture Event being held in Southeast Asia. This event also being held in other country such as Tokyo, Hongkong, Bangkok and Singapore.

### ■Event Overview

Name : C3AFA Jakarta 2018

Date : 31 August - 2 September 2018

Place : Indonesia Convention Exhibition (ICE)

Organizer : SOZO co.,Ltd.

In our booth, we introduced the TCG "Haikyuu! Volleyball Card Game!!" in Indonesian language for the first time. Visitor can come and try it.



Currently, all the TCG that is being distributed in Indonesia were using their original language (either Japanese or English). This market is being supported dominantly by male heavy player.

On the other hand, "Haikyuu!! Volleyball Card Game!!" is a TCG that use character from the Anime 『Haikyuu!!』 which has a big number of female fanbase, right now it is the only TCG that is using Indonesian language, not only by male TCG player but also from female and children was very lively. As the result, we have already received offer for collaboration from several companies.

We are confident it is a proof to be able to open a new card game market in Indonesia with this product.

We will continue to liven up the content industry and become the bridge between content holders and users through such experience booth and product supply.

\* "Haikyuu!! Volleyball Card Game!!" is distributed in Japan by Takaratomy under licensed name "Haikyuu!! Vobaca!!". The TCG that was introduced in this event is the Indonesian version.

*(C)H.Furudate/Shueisha, "HAIKYU!!"Project, MBS*

*(C)TOMY*