



1 June 2021

To whom it may concern

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Battle Spirits Trading Card Game officially launched in Vietnam

On 30/5/2021, Battle Spirits Trading Card Game - Japanese version was officially launched in Vietnam market by Showa Brain Navi Vietnam Co., Ltd. (Showa Brain Navi Vietnam) - the sole and authorized distributor in Vietnam.

Showa Brain Navi Vietnam hosted the virtual product launch event via livestream on Facebook. Battle Spirits Trading Card Game is the second trading card game (TCG) product following Haikyu!! Volleyball Card Game – Vietnamese version which Showa Brain Navi Vietnam has acquired exclusive distribution right.

Trading Card Game is a type of card game mainly created in Japan and becomes popular around the world. Games are commonly played between two players. Players are challenged to build up their own deck from cards available with various strategies to allow them to outlast deck constructed by other players. Therefore, TCG is said to enhance players' strategic thinking and creativity. The highly aesthetic and exclusively designed cards themselves are at the same time valuable collectibles for TCG fans. Japanese TCG products have been developed in several languages and attract a large number of users from different countries around the world, including Vietnam.

Realizing the need for TCG products in Vietnam market, following the success of Haikyu!! Volleyball Card Game - the first copyrighted TCG product distributed in Vietnam, Showa Brain Navi Vietnam launched Battle Spirits Trading Card Game to satisfy Vietnamese TCG users as well as fans of Japanese characters.

Battle Spirits Trading Card Game, first launched in Japan in September 2008, is a collaboration product of two leading companies of the game and animation industry Bandai and Sunrise. With unique game play and artistic illustration, Battle Spirits Trading Card Game became one of the best-selling TCG products of the year. Especially, Battle Spirits Trading Card Game is also well-known as cross-over game collaborating its original characters and global renowned characters from other animation and comics series such

as Gundam, Kamen Rider, Ultraman, etc., into game mechanism to create breathtaking battles that gratify both game users and characters' fans.

Moreover, Gundam and Kamen Rider's fans now can collect cards beautifully illustrated with their beloved characters such as Mobile Suit Gundam SEED, 00, Unicorn or Kamen Saber, Kamen Rider Kabuto, Kamen Rider Zero One, manufactured using state of the art printing technology. Not only being a TCG with sophisticated game play, stunning design that will satisfy veteran TCG users, but Battle Spirits Trading Card Game is also a must-have in any Gundam or Kamen Rider collection.

Being the authorized exclusive distributor of Japanese TCG products in Vietnam market, following with launching Battle Spirits Trading Card Game Japanese version, Showa Brain Navi Vietnam will also provide users with product information, game rules, instructions, etc. in Vietnamese or English to enable user to enjoy the game to the fullest. Moreover, Showa Brain Navi Vietnam will promote and expand its distributing channels to makes it easier for users to reach the new products. Teaching and tournament events will be also organized regularly for Vietnamese users to battle throughout competition and aim for official regional tournaments.

To cope with the social distance of the Covid 19 pandemic upheaval, Showa Brain Navi has been also holding various game events on virtual platform such as ZOOM so that our users can continue to enjoy playing game in safety.

Battle Spirits Trading Card Game launch event was taken place and live- streamed live on Facebook platform on 29/5/2021 . Before the launch event, a Give Away campaign was held to draw attention from users and audiences across the country leading to engage in the event. This event drawn a lot of audiences thanks to early notification and well-preparation as well as the popularity of the new products. Battle Spirits Trading Card Game is expected to become a new phenomenon in Vietnam TCG market.

Check out Battle Spirits Trading Card Game Facebook page and Showa Brain Navi Vietnam official shop for more information:

Facebook page: <https://www.facebook.com/BattleSpiritsVietnam>

Official online shop on Shopee : <https://shopee.vn/showabrainnavivn>

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