



**TOEI** COMPANY, LTD.

COMPANY PROFILE

# Top Message

## Message from the President & Chief Executive Officer

### Fill the world with stories that bring people joy

We would like to express our sincere gratitude for your continued support and understanding of Toei Company, Ltd. and the Toei Group.

For more than 70 years since our foundation in 1951, we have continued to engage in film production — the creation of stories — in a consistent manner while responding flexibly to any changes in society and the emergence of any new media, with the support of a wide range of fans.

Why do we continue to create stories?

Because in every era, people have needed stories as nourishment for the mind to give them pleasure and hope, just as they need food, clothing, and shelter, and we want to provide people with these stories.

To date, the Toei Group has created over 4,400 theatrical films, over 39,000 television show episodes, and over 600 episodes of video streaming programs.

We have planned and produced these diverse and appealing pieces of visual content ourselves. Further, as the holder of the intellectual property rights related to them, we have expanded the use of this content in multiple ways, from movie theaters to television, streaming, DVD/Blu-ray, merchandising, games, events, and stage performances, enabling them to be enjoyed by many people.

We have many visual content production facilities, including Tokyo Studios and Kyoto Studios for live action filming, Toei Animation Co., Ltd. for the production of animated content, Toei Labo Tech Co., Ltd. for post-production, and the Toei Zukun Laboratory for the development of state-of-the-art screen technologies. Regarding our visual content sales channels, we deliver content via our own media outlets in addition to the movie theaters operated by T-Joy Co., Ltd.

Furthermore, we have developed the character copyright business, events developed from our visual content, and even cultural exhibits, providing them to fans via multiple channels.

In these ways, we continue to provide visual content to fans by planning and producing content ourselves and expanding their use to multiple channels. We believe this business model of the Toei Group is our unique strength, something that no other company has.

- Fill the world with stories that bring people joy -

We believe that our mission is to leverage our strengths through corporate activities in order to deliver stories that nourish the mind to the world, thus enriching the world with joy and hope.



### To the World, To the Future — To be a company that colors the world and the future with the power of our stories —

In February 2023, we announced TOEI NEW WAVE 2033, the Toei Group's Medium- to Long-Term Vision, which describes our vision for the coming ten years.

The slogan of the vision is "To the World, To the Future — To be a company that colors the world and the future with the power of our stories —."

The stories that captivated us as children stay with us over the years and continue to tug at our hearts, and we believe that these exciting stories should be shared not only in Japan but around the world.

With a growth strategy of strengthening the live action and animated video businesses and achieving their global expansion, we aim to be a company that by 2033, ten years from now, creates and delivers many pieces of content that are loved all around the world.

To achieve this goal, we have established the following four key strategies.

### ● Maximizing visual content business revenue

As an initiative to strengthen our planning and production capabilities, we will produce two major titles every year, one each at Tokyo Studios and Kyoto Studios, with the goal of earning at least 3 billion yen in domestic box office revenue. We will also create ambitious titles aimed at developing young creators and take an aggressive approach to overseas film festivals. For these purposes, we are committed to the creation of efficient organizations and collaborations with partners both in and outside Japan. Regarding state-of-the-art technologies, we will focus our efforts on the realization of practical applications for digital humans at Toei Zukun Laboratory and for virtual studios at Tokyo Studios, to establish new methods for producing visual content.

We will also proactively develop new channels, including the metaverse and overseas streaming, thus driving our expansion of the multiple uses of our content in Japan and overseas. We will also work to extend the life cycle of intellectual properties and leverage a large number of titles in a multi-layered manner in our efforts to maximize revenue from the visual content business.

### ● Accelerate global rollout of content

Titles from the Toei Group have been exported overseas and loved by many people, including the animated *Dragon Ball* and *One Piece* series and the live action *Power Rangers* series.

While Japanese animation has established a great reputation internationally, Japan's visual content industry still has only a very small share of the global market. We believe that Japanese animation, live action titles, and content featuring Japanese tokusatsu special effects, still have plenty of potential for growth. Moving forward, we will strengthen efforts to fill the world with stories that bring people joy by collaborating with production companies and creators from all over the world, aiming to increase our overseas sales ratio to 50% by 2033.

### ● Increase human capital to strengthen the visual content business

It is human resources who hold the key to our capabilities of planning and producing content and expanding them to multiple uses, with which we continue to deliver stories that bring people joy in Japan and other countries.

We will strengthen the capabilities of all of our human resources and leverage their diversity. We will make the company a comfortable workplace that ensures job satisfaction, aiming to achieve the continued growth of the Toei Group.

Specifically, we will strive to improve our workplace environment by working sincerely on measures such as the improvement of production sites and other work environments, the elimination of harassment, and efforts to embrace diversity and inclusion.

### ● Reinforcing the management foundations that support sustainable challenges and growth

Investment in production equipment is an essential part of supporting production infrastructure. We also believe that it is important to invest in real estate, which is expected to provide stable revenue, because of the highly volatile nature of the visual content business, where there are huge gaps between the revenue of hits and non-hits.

Furthermore, to strengthen corporate governance, we transitioned to a company with an Audit and Supervisory Committee and introduced a performance-based stock remuneration system for directors, etc. in June 2022. In January 2023, we established the voluntary Nomination and Compensation Committee, another initiative in our continued strengthening of corporate governance.

We will also identify and address material issues as we believe that the establishment of a sustainable society is essential for the increase of the Group's medium- to long-term corporate value.

Regarding our capital and financial strategy, we plan to invest a total of 300 billion yen (240 billion yen in content production and 60 billion yen to reinforce business foundations) in our growth over the next ten years.

Toei's opening logo, Araisoto Nami (rocky shore and waves) shows waves crashing onto the rocks. For more than 70 years, we have been delivering stories to fans by overcoming difficulties like those waves, no matter what may be taking place in the world.

And now, we feel that times have changed once again, and it is time for us to change with it. We will continue to strive to provide the stories that bring people joy to fans all over the world as we move toward 2033, the target year of the plan.

In these activities, we sincerely appreciate the continued support of our fans, shareholders, and other stakeholders.

*Fumio Yoshimura*

President & Chief Executive Officer

The Toei Group promotes ESG practices based on our corporate philosophy of “creation and delivery of entertainment loved by people around the world” through consistent film and video production.

## Environmental

### Continuing to provide Entertainment while tackling Environmental problems

The Toei Group has film and video production studios in Tokyo and Kyoto and is working on the development of an independent system that can address current external factors (such as natural disasters and diseases) in order to consistently provide movie entertainment. In the near future, we aim to become more eco-friendly across the entire Toei Group.

### Development of film and video production processes that are friendly to environment and people

The boom in streaming media has lead to a growing need for different content both domestically and overseas. Meanwhile, virtual production (hereinafter referred to as “VP”) has been attracting attention globally as a way of realizing the development of a continuous and efficient production system, amid COVID-19-induced restrictions on location shooting and reduced hours due to reforms in working practices. Our company set up a new VP Department in October 2022, which will start operation in 2024 as the largest LED studio in Japan, equipped with an LED wall 5 meters high and 30 meters wide.

Through the use of VP, we will be able to address environmental issues, such as the reduction in emissions from vehicles for location shooting and the reduction of waste generated by dismantled sets. We will pursue a form of VP achievable thanks to the human resources and technology, in fields such as art design, costumes, and lighting, accumulated over the 70 years since the studio's establishment.

### Virtual Production



Behind the Scenes



Final Visual

## Social

### Aiming for a Society where everybody has a Smile on their face

As part of the visual entertainment industry, the Toei Group aims to be a corporate group that values the smiles of its employees and stakeholders.

### For the safety and smiles of all employees in the Toei Group

In order to continue offering high-quality content and services, we believe it is indispensable to develop an environment where the physical and mental health of all employees is protected and where they can perform to their full potential. To achieve this, we actively promote employee wellness as a business asset, the reform of working practices, the elimination of harassment, and respect for diversity.

### Social contribution through the use of visual content

We apply our visual content production abilities to the development of educational content, with topics regularly updated to reflect modern needs, in order to contribute to the improvement of society. In addition, we conduct accessible screenings for disabled viewers with subtitles and audio guides, and mobile movie screenings that reach out to remote communities with no movie theaters nearby.

### Conservation and effective use of video assets

Since its foundation in 1951, our company and its group companies have produced all kinds of content, including movies, TV shows, and animation. In order to preserve valuable film and video works that would otherwise be lost due to film deterioration, we restore film and scan its data, allowing the works to be enjoyed again as digital cinema or via diversified visual media.



Accessible Screening



Mobile Movie Screening

## Corporate Governance

### Pursuing a world-class level of governance

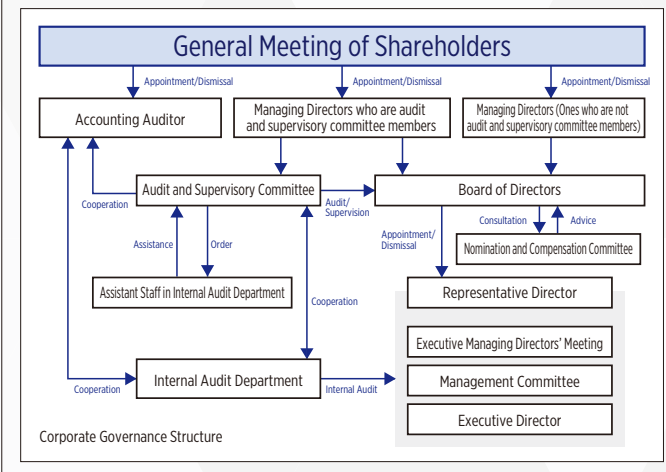
We established an Audit and Supervisory Committee as approved at the general meeting of shareholders on June 29, 2022. We aim to enhance the governance system further to become a trusted company.

<https://www.toei.co.jp/company/esg/governance/>

### For sustainable growth and improvement in mid- and long-term corporate value

Since its founding, our company has striven to provide high-quality and sound entertainment through the production and multilateral marketing of diverse content. The foundation of our company and our corporate group lies precisely in continuing to produce and provide high-quality content. We will continue to engage in business activities based on the philosophy of “creation and delivery of entertainment loved worldwide” through consistent film and video production. We will also strive for sustainable growth and mid- and long-term improvement in our corporate value by actively engaging in business development in film and in related fields, with the aim of becoming an integrated content company that creates and delivers high-quality and sound entertainment.

In order to achieve the goals of sustainable growth and improvement in the mid- and long-term corporate value listed above, our company will work on the enhancement of corporate governance, respecting the intention and spirit of the Corporate Governance Code.





# Creative Energy

## Our Creative Energy

We are delivering to the public IPs that we produce on our own in a multi-use manner.

With Toei Tokyo Studio and Toei Kyoto Studios, only our company has domestic studio locations in both eastern and western Japan. The number of IPs produced mainly at those studios exceeds 4,400 theatrical movies, 39,000 TV episodes, and 600 episodes for streaming services. Those visual contents are used and delivered in a variety of forms, such as theatrical screenings, TV broadcasting, streaming, home video, character shows, and commercialization. We produce and deliver original IPs to the public in a variety of forms.

### Production Site

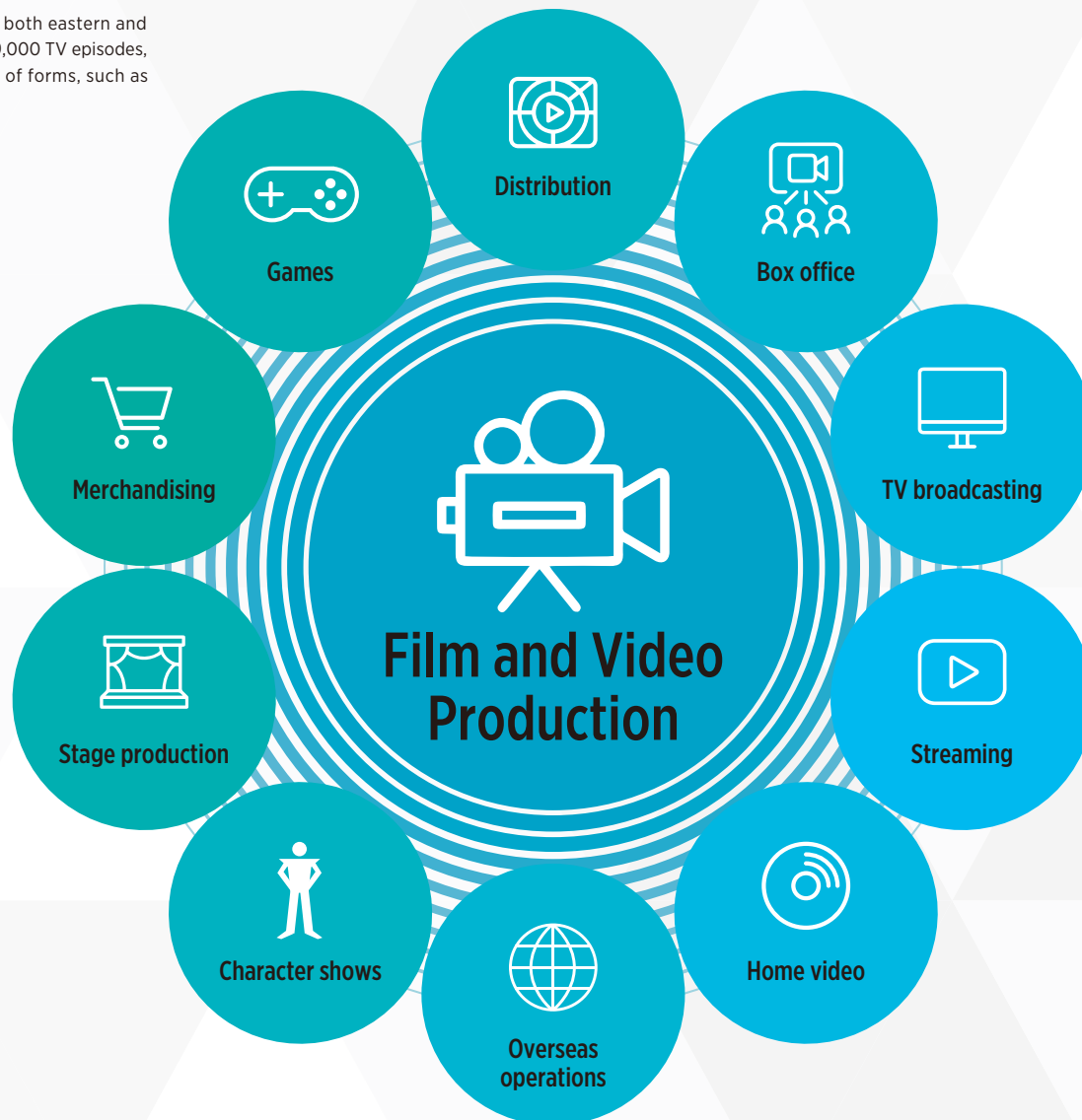
Toei Tokyo Studio

Toei Kyoto Studio

Toei Digital Center

### The number of IPs owned

Theatrical movies	More than 4,400 movies
TV programs	More than 39,000 episodes
Streaming programs	More than 600 episodes



# Toei Tokyo Studios & Digital Center

## In Tokyo

Here at one of Japan's largest film and video production sites, around 40 movies, 150 TV programs, and 100 TV commercials are produced annually. It has both the latest digital technology and advanced visual content production technology amassed over years of experience.

### About Toei Tokyo Studios

► Here at one of Japan's largest film and video production sites, around 40 movies, 150 TV episodes, and 100 TV commercials are produced annually.

► Operations involving our LED studio, with a newly-installed LED wall 5 meters high and 30 meters wide, will begin in 2024 at the Virtual Production Department, which consistently produces new content with the latest digital technology and advanced visual content production technology amassed over years of experience.

### About Toei Digital Center

#### 1. Post-production

► Over 100 visual contents are produced here annually due to extensive audiovisual facilities, 14 rooms for offline editing, 11 rooms for sound editing, and a large-scale screening room (130 seats).

► We were the first to install a dubbing stage with Dolby Atmos® sound system in Japan, which is now also used to produce concerts and stage productions.

#### 2. Zukun Laboratory

► Zukun was derived from "Zukunft," which means "future" in German. With a mission to "design the future of content," Zukun Laboratory is engaged in research, development, and production.

► We are especially focused on digital humans and production technologies for real-time digital content.

► In addition, we provide high-quality and highly efficient content production services both internally and for outside companies, using our ultra-high-precision face scanning system "Light Stage," and motion capture/facial capture facilities effective for character animation.



Dubbing stage (with Dolby Atmos®)



Entrance



Toei Digital Center



Digital human  
<https://youtu.be/oEy4O5tExnQ>



Map  
<https://www.google.com/maps/@35.753919,139.5947101,17.52?hl=en>



# Toei Kyoto Studios

## In Kyoto

Toei Kyoto Studios has a wide range of production abilities catering to all genres, in addition to its expertise in period dramas. Toei Kyoto Studio Park, adjacent to Toei Kyoto Studios, is one of the major theme parks representing the tourist city of Kyoto, and is very popular among families as well as period drama fans.

### About Toei Kyoto Studios

- ▶ Toei Kyoto Studios, which was first built as the Uzumasa Studio of Bando Tsumasaburo Production in 1926, is the most traditional business site in our company.
- ▶ We have not only advanced technology and expertise in period drama production but also an ability to produce a variety of genres.
- ▶ We actively develop digital technology to pursue further advancement of film and video production.
- ▶ We play a key role in Japanese culture due to our unmatched high-quality skills in period drama production (including art design and costumes), our cooperation in overseas productions providing filming locations, and as a popular tourist attraction.

### About Toei Kyoto Studio Park

- ▶ Toei Kyoto Studio Park was founded in 1975 as the first theme park in Japan where visitors could see live movie shootings, by opening part of the outside set of Toei Kyoto Studios to the general public.
- ▶ Not only do we provide excellent attractions enjoyable for all ages, but we have also held multiple events in collaboration with popular IPs. It is loved by many as a theme park representing the tourist city of Kyoto.
- ▶ Toei Kyoto Studio Park will undergo a major overhaul as it marks its 50th anniversary in 2025, with renovations starting in 2024 and scheduled to end in 2028, turning the location into a fully immersive experience of the Edo Period.



Outside set where we have filmed a number of films since the foundation.



Kamen Rider Great Gathering Battle



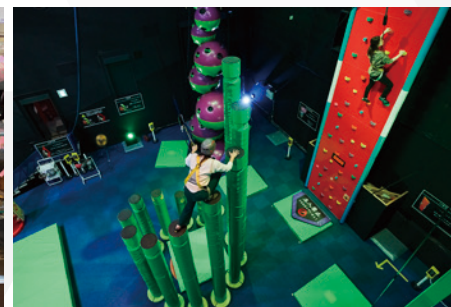
Evangelion Kyoto Base



Entrance



Costumes and wigs for period dramas



Ninja Climbing - Shinobori-



Map  
<https://www.google.com/maps/@35.0158714,135.7051392,17z?hl=en>



# Movies

Toei brings joy to many people through its mainstay business of producing, distributing, and showing movies.

## About Toei's Movies

- ▶ We distribute around 20 titles annually.
- ▶ We handle a wide range of genres including live-action films, animation, and special-effects (tokusatsu) films.
- ▶ We produce movies at our studios in Tokyo and Kyoto, as well as Toei Digital Center that pursues cutting-edge video technology.
- ▶ We have the ability to deliver content strategically to a wide target audience as we handle planning, production, distribution, advertising, and the box-office all in one company.
- ▶ We will continue to make every effort as a key player in the Japanese film industry.



**Dragon Ball Super: SUPER HERO**  
Released on June 11, 2022



**KAMEN RIDER GEATS THE MOVIE/  
KING-OHGER THE MOVIE**  
Released on July 28, 2023



**ONE PIECE FILM RED**  
Released on August 6, 2022



**THE FIRST SLAM DUNK**  
Released on December 3, 2022



**THE LEGEND & BUTTERFLY**  
Released on January 27, 2023



**SHIN MASKED RIDER**  
Released on March 2023



**Fly Me to the Saitama: From Biwa Lake With Love**  
Released on November 23, 2023



# TV & Streaming Series

We produce many beloved long-running TV shows such as *The AIBOU(Partners)*, *The Woman of S.R.I.*, the *Kamen Rider* series, and the *Super Sentai* series.

## About Toei's TV Productions

- ▶ We have delivered 3,060 TV titles (as of January 2024) using our production skills acquired through theatrical movies.
- ▶ Production is supported by Toei Tokyo Studios, Toei TV Production Co., Ltd., and Toei Kyoto Studios.
- ▶ We produce a variety of genres, including detective shows, period dramas, suspense, and special-effects (tokusatsu) superhero shows.
- ▶ The *AIBOU(Partners)* series and *The Woman of S.R.I.* series maintain high viewer ratings, and long-running TV programs such as the *Super Sentai* series and the *Kamen Rider* series have achieved nationwide recognition and are beloved by many.
- ▶ We will continue to produce TV programs that are long loved by many people worldwide.

## TV Series



*AIBOU* Season22  
Started on October 18, 2023

*The Woman of S.R.I.* Season23  
Started on August 16, 2023



*Kamen Rider Gotchard*  
Started on September 3, 2023



## Streaming Content



*KAMEN RIDER BLACK SUN*  
Steaming started on October 28, 2022



*GEATS EXTRA KAMEN RIDER GAZER*  
Streaming started on April 7, 2024



*MASKED RIDER 555 MURDER CASE 2*  
Streaming started on May 5, 2024



*FUUTO PI*, 12 episodes total/25 minutes per episode  
Streaming started worldwide on August 1, 2022



*GAME OF SPY*, 10 episodes total/30 minutes per episode  
Streaming started worldwide on June 24, 2022  
(original content for Amazon Prime)



# Licensing (TV & Videogram)

## Broadcast rights/Home video rights

We license our titles for TV broadcasting, distribution, and home video, and maximize the value of these titles by carefully controlling the license periods and other terms and conditions for each work.

### About Toei's Domestic Licensing

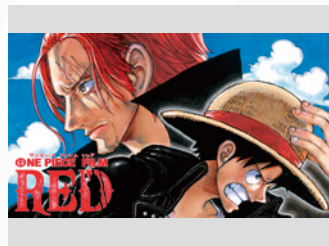
- ▶ We license the rights for broadcasting to broadcast media (over-the-air broadcasting and BS/CS satellite broadcasting) throughout Japan, including Toei Channel, the CS broadcast channel owned by the Toei Group.
- ▶ Home video rights for our IPs are licensed to DVD and video vendors, such as our subsidiary, Toei Video Co., Ltd.
- ▶ We maximize the value of the titles with appropriate syndication window control.
- ▶ Library masterpieces, as well as new titles, have long been in demand on various media



Japanese Yakuza



The Yoshimune Chronicle:  
Abarenbo Shogun II



ONE PIECE FILM RED



SHIN MASKED RIDER



THE LEGEND & BUTTERFLY



PARTNERS:THE MOVIE

# Owned Media (streaming services)

We manage streaming video services such as Toei Tokusatsu Fan Club and Toei Tokusatsu YouTube Official. Each of these services plays a role in enhancing the value of Toei content through the expansion of fan marketing, content promotion, educating audiences, rediscovery of older content, and more.

### Toei Tokusatsu Fan Club

<https://tokusatsu-fc.jp/> Started on October 1, 2015

This app-based service features a variety of fan club benefits, including the ability to view original Toei Tokusatsu Fan Club content, browse articles, apply for events early, and purchase limited edition merchandise in addition to the unlimited ability to stream more than 350 of Toei's extensive collection of tokusatsu superhero content, including Kamen Rider and Super Sentai.



### Toei Tokusatsu World Official on YouTube

<https://www.youtube.com/@TTYO>  
Started on October 1, 2015

This official YouTube channel offers a great assortment of streaming content, from Kamen Rider and Super Sentai to unique content such as Metal Hero and Fushigi Comedy.



### Toei Jidaigeki (period drama) YouTube

[https://www.youtube.com/@toei\\_jidaigeki](https://www.youtube.com/@toei_jidaigeki)  
Started on November 26, 2021

Toei period dramas that have been edited to be more approachable for everyone. This official YouTube channel offers a solid streaming lineup of Toei's signature period dramas.



### Toei Theater Online

[https://www.youtube.com/@toei\\_theater](https://www.youtube.com/@toei_theater)  
Started on October 22, 2022

This official YouTube channel features a wide range of Toei content, from movies to TV dramas, in genres other than the tokusatsu or period drama genres.



### Sentai Rider Kids Channel

<https://www.youtube.com/@SR-KIDS>  
Started on February 1, 2024

The concept of this official YouTube channel is to stream videos that allow children to learn naturally through play, while having children enjoy themselves and want to know more, with content including songs and dances that are popular with children and videos with educational themes.



### Boonboomger Channel

<https://www.youtube.com/@super-sentai>  
Started on February 1, 2024

This official YouTube channel features a large amount of content related to Super Sentai programs and toys so fans can better enjoy the Super Sentai series, including the popular Bakuage Sentai Boonboomger currently on air.



# Merchandising

Toei's license business consists mainly of merchandising of special-effects (tokusatsu) superhero programs and licensing them for use in commercials and marketing for other companies, as well as the merchandising of live-action films such as the *Battles Without HONOR and Humanity* and *Truck Rascals* series.

## About Toei's Merchandising Business

- ▶ We manage the copyrights and sales of our character-based content.
- ▶ The target audience of the *Kamen Rider* series and the *Super Sentai* series, which have continued for over half a century, ranges from children to adults.
- ▶ We conduct a wide range of businesses, merchandising characters in various forms such as toys, apparel, everyday items, food, beverages, stationery, publications, CDs, games, and character rooms at hotels, as well as licensing them for use in other companies' commercials and campaigns.



DX GOTCHARDRIVER



「BATTLES WITHOUT HONOR AND HUMANITY」T-Shirt



「TRUCK RASCALS: BOKYO ICHIBANBOSHI」Plastic Model



DX Boonboomger Robo



# Educational Programs

We also create educational programs for use in schools and for social use, and for which we have the largest market share in the industry. In addition, many of our programs have won prizes at domestic and overseas competitions.

## About Toei's Educational Video Productions

- ▶Original productions: We plan, produce, and distribute video in fields including human rights awareness, traffic safety, disaster prevention, consumer education, and educational materials for schools by researching and collecting information on subjects that reflect modern needs.
- ▶Commissioned productions: We also produce commissioned videos for public relations by government agencies and for corporate use.
- ▶We handle a wide variety of genres, including dramas, documentaries, animation, and commercials, to meet the different needs of government agencies, schools and companies.

### Original productions



SDGs as a matter of myself



Traffic Safety of  
Mashin Sentai Kiramager



Evacuate without Hesitation!  
Preparedness to Protect Lives from  
Flooding and Evacuation Behavior

### Commissioned productions



#### Broken Commandments

Released nationwide on July 8, 2022

*Broken Commandments*, the immortal masterpiece of Toson Shimazaki, was adapted into a movie for the first time in 60 years.

This is the first time our Educational Media Department has engaged in a commissioned production of a theatrical movie since its establishment in 1955.



#### Birthday

Educational material for Human Rights Awareness  
Hyogo Human Rights Promotion Association (Hyogo Prefecture)  
Recognition of sexual diversity  
~To be a society where everybody can be themselves~

This is a human rights drama which depicts the struggles of members of the LGBTQI+ community and the lives of those around them, with a focus on society's persistent lack of understanding of sexual minorities.

Selection for Recommendation of Excellent Video Materials for Education at FY 2023  
The Best Production Award (Minister of Education, Culture, Sports, Science and Technology Award)  
JAAP Award 2023 Award for Excellence in Social Communication

# International Licensing

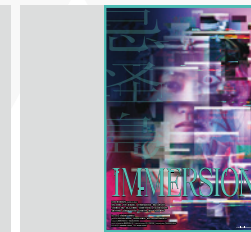
We license our productions to clients overseas. We have also developed a comprehensive business for character-based content integrating video streaming, broadcasting, home video, and merchandising.

## About Toei's International Licensing Business

- ▶We license our productions overseas through participation in international film festivals and markets such as the Cannes International Film Festival and the Berlin International Film Festival.
- ▶We license not only feature-length movies but also TV programs, including the Super Sentai series and the Kamen Rider series, and original visual contents for streaming.
- ▶We import theatrical movies, such as *Bohemian Rhapsody*, and TV series from overseas to license them to domestic TV stations and other media channels.



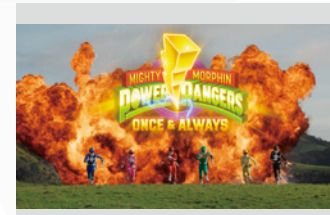
English Version *Kyrie*



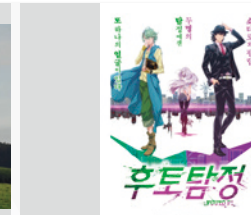
English Version *IMMERSION*



Thai Version  
*KAMEN RIDER BEYOND GENERATIONS*



*Mighty Morphin Power Rangers:  
Once & Always*



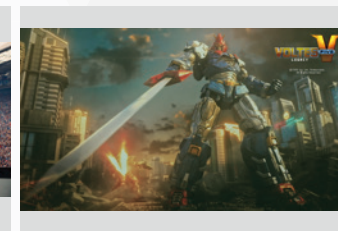
Korean Version *FUUTO PI*



Korean Version *STENDHAL LOVE METHOD*



*Bohemian Rhapsody*



*VOLTES V LEGACY*

# Events

Toei holds character events, art exhibits, and subculture exhibitions at art museums, department stores, and other locations across Japan. In addition, we also manage stage productions, merchandise development and sales through our original e-commerce site, and the operation of the Kamen Rider Store.

## About Toei's Event Business

- Based on a nationwide business network, we hold events at a variety of facilities including amusement parks, museums, and department stores.
- We produce different genres of projects, including international/cultural events, character-driven events, subculture events, and stage productions.
- We also produce merchandise for theatrical movies and events, with a focus on our e-commerce site.
- In 2020, we opened the *Kamen Rider* Store in the Tokyo Station Characters Street, and have also opened pop-up stores across the country.
- We will continue to produce various events in order to offer a wide range of entertainment.

Show



**OHSAMASSENTAI KING-OHGER  
FINAL LIVE TOUR 2024**  
Shizuoka, Hokkaido, Miyagi, Niigata, Aichi,  
Hiroshima, Fukuoka, Osaka



**"CHO-EIYUSAI" KAMEN RIDER x  
SUPER SENTAI LIVE & SHOW 2024**  
Kanagawa



**KAMEN RIDER SUPER LIVE 2024**  
Shizuoka, Hiroshima, Kumamoto, Fukushima, Aomori, Okayama, etc.

Related Merchandise



**KAMEN RIDER STORE TOKYO**  
POP UP STORE: Osaka

Stage Production



**TOEI MOVIE x STAGE "Harakiri Squad"**



**TOEI ONLINE STORE**

Exhibitions



**MINGEI:**  
*The Beauty of Everyday Things*  
Osaka, Fukushima, Hiroshima, Tokyo, Toyama,  
Aichi, Fukuoka



**FIST OF THE NORTH STAR  
40TH ANNIVERSARY EXHIBITION**  
Tokyo, Aichi, Hiroshima, Hyogo, Fukuoka



**KAMEN RIDER 50 YEARS EXHIBITION**  
Aichi, Fukuoka, Hokkaido, Tokyo, Shizuoka,  
Osaka, Miyagi, Saitama and others



# Movie Theaters

A variety of movies are shown at our own theater and at our cinema complexes operated by our subsidiary T-Joy Co., Ltd.

## About Toei's Movie Theaters

- ▶ T-Joy Co., Ltd. owns 22 sites with 218 screens domestically (including joint management and joint operation).
- ▶ Using digitalized screens, we actively engage in screening digital content other than movies (ODS: Other Digital Stuff), such as GEKI x CINE (stage productions by theatre troupe GEKIDAN SHINKANSEN filmed live on stage), and live viewings of plays and concerts, for new forms of entertainment.
- ▶ We also hold many movie premieres at our directly operated theater, Marunouchi TOEI.



Shinjuku Wald 9



T-Joy Yokohama



Marunouchi TOEI

# Real Estate

We own offices and condominiums nationwide, with a focus on commercial complexes, and offer real estate leasing services.

## About Toei's Real Estate Business

- ▶ We have redeveloped movie theaters in major cities including Tokyo, Hiroshima, Fukuoka, and Sendai, and part of the premises of Toei Tokyo Studios, into commercial buildings for business operation.
- ▶ We aim to maximize the effective use of our real estate and promote redevelopment projects that contribute to the community by leveraging the strengths of Toei.



Shinjuku 3-Chome East Building



Platz Oizumi

# Hotels

Toei operates two city hotels, Niigata Toei Hotel and Fukuoka Toei Hotel, and the spa resort Yuzawa Toei Hotel. We offer exhilarating experiences and high-quality relaxation.

## About Toei's Hotels

- ▶ Our hotels are conveniently located near train stations, and are equipped with banquet rooms that can accommodate parties, events, and conferences, as well as restaurants that offer a wide variety of cuisine.
- ▶ By offering services such as rooms decorated with Toei's TV characters and specialized restaurants, including bistros, bars, and steakhouses, we meet our guests' needs with warm hospitality.



Niigata Toei Hotel  
(Benten, Chuo-ku, Niigata City)



Fukuoka Toei Hotel  
(Takasago, Chuo-ku, Fukuoka City)



Yuzawa Toei Hotel  
(Yuzawa-machi, Minami-uonuma-gun, Niigata Pref.)



# TOEI Group

## TOEI ANIMATION

Toei Animation Co., Ltd., was founded in 1956 as the first full-fledged animation production company in Japan. In 1958, Toei Animation Co., Ltd., produced Japan's first full-color theatrical feature film, The White Snake Enchantress, and in 1963, Japan's first original animation TV series, Ken, the Wild Boy. Toei Animation has been at the forefront of animation production for over half a century, and boasts Japan's largest library of world-class animation content totaling more than 13,300 episodes.

In recent years, with increased opportunities both domestically and overseas along with advancements in digital technology, we have maintained a high ratio of overseas sales at 55% (as of March 2023) due to an expansion of overseas sales of distribution and game adaptation rights.

We will continue to produce and improve on our animation as a form of communication that transcends media, crosses borders, and connects the world, so that we can nurture the dreaming hearts of children and deliver bright hope and rich imagination to them as much as possible.

<https://www.toei-anim.co.jp/>



**ONE PIECE BOUNTY RUSH**  
Released on September 5, 2023



**ONEPIECE Figure FUNKO POP! Series**



**TOEI ANIMATION**  
Since 1956



**Dragon Ball Super: SUPER HERO**  
Released on June 11, 2022



**ONE PIECE FILM RED**  
Released on August 6, 2022



**THE FIRST SLAM DUNK**  
Released on December 3, 2022



**Precure All Stars F The Movie**  
Released on September 5, 2023



**Precure Pretty Store**



**The Birth of Kitaro:  
The Mystery of GeGeGe**  
Released on November 17, 2023



## TOEI VIDEO

Toei Video Co., Ltd. has planned, created, produced, and sold home entertainment content since its foundation. We have delivered various entertainment to the world, including the world's first background video for karaoke, the straight-to-video original V Cinema series, and theatrical movies such as *Forbidden Super Hero* and *You Only Live Once*. We have also developed new businesses, including online streaming, program licensing, stage production planning and production, merchandise and leaflet production, movie distribution, ODS, and the theatrical release of foreign films. We will continue to grow as an integrated entertainment company.

<https://www.toei-video.co.jp/>



Movie  
*A Spoiling Rain*



V CINEXT  
*Masked Rider Faiz 20th:  
Paradise Regained*



TV Animation  
*Protocol: Rain*



Stage Production  
*STAGE OF PRIVATE DETECTIVE MIKE HAMA  
- THE MOST TERRIBLE TIME IN MY LIFE-*

### About Toei's Home Video Packages

- ▶ We handle over 300 new titles per year in video rentals and sales.
- ▶ We distribute home videos not only to rental and sales businesses for private use, but also to hotels, libraries, buses, ferries and other places for commercial use.



*MASKED RIDER 4K Remaster Box 3*  
Released for sell on February 14,2024



*KAMEN RIDER BLACK SUN*  
Released for sell on December 6,2023  
and rentals on November 8,2023



*Migi & Dali*  
Released for sell on February 14,2024



*KAMEN RIDER GEATS THE MOVIE Collector's Edition*  
Released for sell on November 29,2023

## TOEI ADVERTISING

Toei Advertising, Ltd., is a full-service advertising agency engaged in the preparation and implementation of media plans and the planning and management of commercials, PR videos, and 2D graphics. In addition, we actively take part in the entertainment business, handling advertising and promotion for film features.

We also have a long history of experience in utilizing IPs from other companies including the Toei group for character licensing. For the Super Sentai series, we support sponsors by providing services ranging from planning, production, and broadcasting to the merchandising of related characters, event promotion and POP marketing.

In addition, our staffing/recruiting service Toei Career One provides excellent human resources.

We will continue to provide customer solutions by offering high-quality communication through our advertising and promotion businesses.

<https://www.toeiad.co.jp/>



Ohsama Sentai King-Ohger



Staffing / Recruiting Service

## TOEI COMMERCIAL FILM

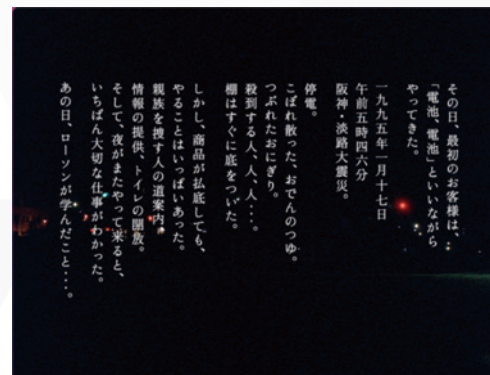
As a long-established commercial production company, TOEI COMMERCIAL FILM CO., LTD. has a brilliant track record, including being the first-ever Japanese winner at the Cannes Lions International Advertising Festival in 1962 for the commercials for Kotobukiya (currently Suntory) Akadama Port Wine, and receiving the ACC CM Festival Grand Prix award 2 consecutive times in 1977 and 1978 for the commercials for Ryukakusan and Matsushita Electric Industrial (currently Panasonic Corporation) respectively. Today, we produce 150 TV commercials annually for a variety of businesses that include food, beverages, pharmaceuticals, information, entertainment, finance, publishing, land transportation, and restaurants. In addition, we also produce visual content such as online videos, promotional videos, theatrical movies, live-streamed events, and TV programs.

<https://toei-cm.co.jp/>



Matsushita Electric Industrial Co., Ltd.  
*Welcome Back - Illumination in Kobe*

Prize winner at 1996 ACC CM Festival



Lawson, Inc.  
*What I Learned That Day*

Silver Prize winner at 2003 ACC CM Festival



ABC-MART, INC.  
*Shoes Go Forward*

Silver Prize winner at 2004 ACC CM Festival



# TOEI Group

## TOEI SATELLITE TV

Toei Satellite TV Co., Ltd., was established as a communications satellite station in 1998. Since then, we have run the entertainment channel Toei Channel, which mainly broadcasts works by Toei. We offer content in a wide range of genres that only Toei with its over 70 years of history can provide, including much-talked-about new films, classic period dramas, gangster films, animation, special-effect (tokusatsu) superhero movies and shows, and detective dramas. In addition, we offer programs enjoyable for viewers of all ages, such as special features in line with the release of theatrical movies, memorial projects for masters of cinema or famous actors/actresses, and broadcasts of previously unreleased content.

<https://www.toeich.jp/>



*Battles Without Honor and Humanity*  
4K Remaster Version



*Miyamoto Musashi*



*G MEN '75*



*Masked Rider*

©TOEI COMPANY, LTD. ©ISHIMORI PRODCUTION INC, AND TOEI COMPANY, LTD.

## TOEI KENKO

Toei Kenko Co., Ltd., is a construction company and a wholly owned subsidiary of Toei founded in 1958. Since then, we have gained experience through the development of original techniques and cooperation within the Toei Group, and have produced consistent results in the fields of interior work and general construction focusing on the image industry. We will continue to develop large-scale facilities, defying the boundaries of the existing framework of the industry.

<https://www.toei-kenko.com/>



The lobby of 109 CINEMAS GRANDBERRY PARK



The interior of the theater at 109CINEMAS GRANDBERRY PARK



The interior of the theater at T-Joy Yokohama

# TOEI Group

## Subsidiaries and Affiliates of Toei Group



<https://tjoy.co.jp/>



<https://www.toei-anim.co.jp/>



TOEI VIDEO  
<https://www.toei-video.co.jp/>

株式会社 セントラル・アーツ  
Central Arts Co.,Ltd.



TOEI TV PRODUCTION



<http://amalate.co.jp/>



TOEI ADVERTISING  
<https://www.toeiad.co.jp/>



TOEI COMMERCIAL FILM  
<https://toei-cm.co.jp/>



<https://www.toeilab.co.jp/>



TOEI DIGITAL LABO TECH  
<https://www.toeilab.co.jp/business1/>



TOEI MUSIC PUBLISHING  
<http://www.toeimusic.co.jp/>

TOEI ANIMATION MUSIC PUBLISHING



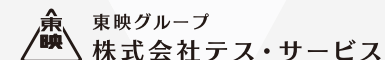
TAVAC  
<https://www.toei-anim.co.jp/tavac/>



SAN-EI PRINTING  
<https://saneigp.com/>



<https://www.toei-kenko.com/>



TES-SERVICE  
<https://www.tes-service.co.jp/>



TOEI KYOTO STUDIO  
<https://www.toei-eigamura.com/>



TOEI HOTEL CHAIN  
<https://www.toei.co.jp/hotel/>



TOEI SATELLITE TV  
<https://www.toeich.jp/>



FLARE CREATORS Co., Ltd.



Chronology/Main Events

	Chronology	Main events
1951	Tokyo Film Distribution Co., Ltd., Toyoko Eiga Co., Ltd., and Uzumasa Studios Corporation were merged and became Toei.	
1952	The headquarters was relocated to Kyobashi, Chuo-ku, Tokyo. Toei was listed on the Tokyo Stock Exchange.	
1953	The first directly managed theater Shibuya Toei Theater (Shibuya-ku, Tokyo) opened.	The winner of the first Toei's New Faces competition joined the company. <i>Tower of the Lilies</i> became the highest-grossing film in the history of the Japanese film industry at the time. Toei's first all-color film <i>The Sun</i> was released.
1954	New stages were completed at Toei Kyoto Studios and Toei Movie Studios. Production of independent educational films began.	The swashbuckler <i>Flute-Playing Boy</i> was released, triggering the Kinnosuke Nakamura boom. <i>Toei Gorakuban</i> (Toei program pictures) began to gain popularity. Recorded the world's highest number of annual productions. The opening credit <i>Wild Waves and Rocks</i> was first used in <i>The Idle Vassal: House of the Mysterious Phantom</i> starring Utaemon Ichikawa.
1955		Released <i>Bloody Spear at Mount Fuji</i> , Chiezo Kataoka's masterpiece. Released the first children's live-action film <i>The General Furotaki</i> .
1956	Acquired Nichido Film Co. and reestablished it as Toei Doga Co. (currently Toei Animation Co., Ltd.).	Released the 5th anniversary commemorative film <i>The 47 Ronin</i> . Toei became the highest-performing company in the industry.
1957	Became a stakeholder of Nihon Educational Television Corporation (Currently TV Asahi Holdings Corporation).	Released Japan's first large-sized film in the Toei Scope format, <i>The Bride in the Ootori Castle</i> . Released the film <i>Lord Mito</i> .
1958	Entered the field of TV production.	<i>The Story of Pure Love</i> won the Silver Bear Award for Best Director at the 8th Berlin International Film Festival. Released Japan's first full-length color animation film, <i>The White Snake Enchantress</i> .
1959	Nihon Shikisai Eiga Co., Ltd. (currently Toei Labo Tech Co., Ltd.) became affiliated with Toei.	Produced Toei's first TV series <i>Wind Boy</i> . The TV series <i>The Investigation Headquarters</i> began airing.
1960	The main office was relocated to the newly-opened Toei Kaikan in Ginza, Chuo-ku, Tokyo. Daini Toei Co., Ltd. was established.	
1961	Opened Marunouchi Toei Theater in Ginza, Chuo-ku, Tokyo.	Released the first film of the five-part <i>Miyamoto Musashi</i> series starring Kinnosuke Yorozuya. Released the 10th anniversary commemorative film <i>The 47 Ronin</i> . The TV series <i>Special Tactical Police</i> began airing. The Educational Film Department (currently Educational Media Department) became the first in the world to develop 8 mm talkies for commercialization.
1962		The baseball team Toei Flyers won the Japan Series championship.
1963		<i>Theater of Life: Hishakaku</i> , was released, establishing the <i>ninkyō</i> (Toei classic yakuza film) subgenre. Japan's first original TV animation series, <i>Ken, the Wild Boy</i> , began airing. <i>Bushido: The Cruel Code of the Samurai</i> won the Golden Bear Award at the 13th Berlin International Film Festival.
1964	Opened the first directly-managed bowling center Yokohama Toei Bowling Center (Yokohama City, Kanagawa Pref.).	The predecessor to <i>Toei Manga Festival</i> and the Toei Anime Fair, <i>Massive March of Manga</i> , was released (TV animation shows screened in theaters).
1965		Released the film adaptation of the immortal literary masterpiece <i>A Fugitive from the Past</i> . The very popular film series <i>Abashiri Prison</i> starring Ken Takakura was created. Released the yakuza film <i>Brutal Tales of Gang</i> . Released the theatrical version of <i>Cyborg 009</i> .
1966		The TV series <i>Masked Ninja Akakage</i> began airing.
1967		<i>Toei Manga Festival</i> (a collection of children's animation shows and movies released in theaters) began. The female-led yakuza film series <i>Red Peony Gambler</i> starring Junko Fuji was created.
1968		The TV animation series <i>Spooky Kitaro</i> began airing. The TV series <i>Key Hunter</i> began airing.
1969		<i>Toei Manga Festival</i> became an established series with the release of <i>Puss'n Boots</i> . The TV series <i>Lord Mito</i> began airing.



The 47 Ronin



The Story of Love



Bushido: The Cruel Code of the Samurai



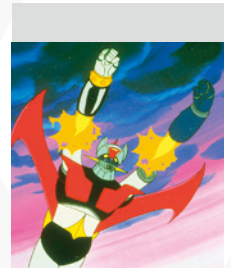
Puss'n Boots

## Chronology/Main Events

	Chronology	Main events
1970	Established Toei Video Co., Ltd., and entered the video business. The bowling and hotel businesses were added to Toei's business objectives.	
1971	Shigeru Okada became the president & chief executive officer of Toei	<i>Masked Rider</i> , the first show in the <i>Kamen Rider Showa</i> series, began airing and became a social phenomenon.
1972	Real estate sale and rental, live entertainment and event production, and copyright businesses were added to Toei's business objectives. Entered the foreign film distribution business.	The TV animation series <i>Mazinger Z</i> and <i>Devil Man</i> began airing.
1973		Director Kinji Fukasaku's <i>Battles Without Honor and Humanity</i> was released, establishing the <i>jitsuroku</i> (modern yakuza film) subgenre.
1975	Opened Toei Kyoto Studio Park (Ukyo-ku, Kyoto City).	Released the first film of the popular <i>Truck Rascals</i> series, <i>Car Chase in Truck Rascals</i> . <i>Go Rangers</i> , the first show in the <i>Super Sentai</i> series, began airing.
1977		Released <i>Proof of the Man</i> . The TV series <i>Special Investigation Frontline</i> began airing.
1978	Established the Video Business Department (currently Event Promotion Department). Opened Hiroshima Toei Country Club (Higashi-Hiroshima City, Hiroshima Pref.). Production and sales of film-related merchandise, production and licensing of TV programs, and contracted construction service were added to Toei's business objectives.	Released <i>Shogun's Samurai</i> , the first period drama by Toei to be shown on screen in 12 years. Released <i>Never Give Up</i> and <i>Farewell to Space Battleship Yamato: Warriors of Love</i> . Released <i>The Most Dangerous Game</i> starring Yusaku Matsuda.
1979		Released the theatrical version of <i>Galaxy Express 999</i> .
1980		Released <i>The Revolt</i> co-starring Ken Takakura and Sayuri Yoshinaga. Released <i>Port Arthur</i> .
1981	Opened Toei Inn Hakata (currently Fukuoka Toei Hotel)(Chuo-ku, Fukuoka City). Continued to expand the real estate business and the development of the hotel network.	Released <i>Sailor Suit and Machine Gun</i> and <i>Burning Brave</i> as a double feature. (So many fans rushed to the premiere held at Umeda Toei Theater (Kita-ku, Osaka City) that riot police were dispatched.)
1982		Released the first in a series of film adaptations of literary masterpieces, <i>Onimasa: A Japanese Godfather</i> .
1983	Opened the suburban shopping center Platz Oizumi (Nerima-ku, Tokyo).	<i>The Ballad of Narayama</i> won the Palme d'Or at the 36th Cannes International Film Festival.
1984		The TV series <i>Zenigata Heiji</i> ended after 888 episodes, making it the longest running program at that time. Released <i>Kukai</i> .
1985		Released <i>Be-Bop-Highschool</i> and <i>Like A Barbarian</i> as a double feature during the golden age of idol films. The TV series <i>Yoyo Girl Cop</i> began airing.
1986		The TV animation series <i>DRAGON BALL</i> began airing. Released <i>Yakuza's Wives</i> , establishing the female-led version of the <i>jitsuroku</i> (modern yakuza film) subgenre.
1987		Released <i>Dangerous Cops</i> .
1989		Released <i>Kiki's Delivery Service</i> . <i>Black Rain</i> won the Prize of the Ecumenical Jury – Special Mention, Technical Grand Prize at the 42nd Cannes International Film Festival. Began producing <i>Toei V Cinema</i> , a series of straight-to-video movies.
1990		Released <i>Heaven and Earth</i> , filmed on location overseas.
1992		The hugely popular TV animation series <i>Pretty Guardian Sailor Moon</i> began airing.
1993	Shigeru Okada and Tan Takaiwa became chairperson and president& chief executive officer of Toei.	<i>The Power Rangers</i> series began airing in the U.S. and in other countries overseas.
1996		Released <i>THE END OF EVANGELION</i> .
1997		Released <i>Lost Paradise</i> .
1998	Established Toei Satellite TV Co., Ltd. and created Toei Channel.	
1999		Released <i>Poppoia-Railroad Man</i> The TV animation series <i>ONE PIECE</i> began airing.



Masked Rider



Mazinger Z



The Ballad of Narayama



Mighty Morphin Power Rangers

## Chronology/Main Events

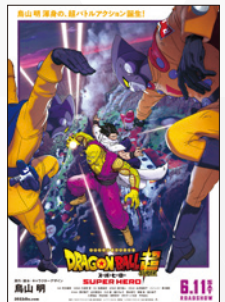
	Chronology	Main events
2000	Jointly established T-Joy Co., Ltd. and opened its first cinema complex, T-Joy Higashi-Hiroshima. (Higashi-Hiroshima, Hiroshima City) Asahi National Broadcasting Co., Ltd. (currently TV Asahi Holdings Corporation) was listed on the First Section of the Tokyo Stock Exchange. The shares of Toei Animation Co., Ltd. were listed on the over-the-counter market of the Japan Securities Dealers Association.	Released <i>Battle Royale</i> . <i>Masked Rider Kuuga</i> , the first show in the <i>Kamen Rider Heisei</i> series, began airing. The first TV special of <i>AIBOU(Partners)</i> was aired before becoming a TV series in 2002.
2002	E-ma Building (Kita-ku, Osaka city) was completed and the cinema complex Umeda Burg 7 was opened. Tan Takaiwa and Yusuke Okada became Chairperson and president & chief executive officer of Toei	
2004		<i>Pretty Cure</i> , the first show in the <i>PreCure</i> series, began airing.
2005		Released <i>Year One in the North</i> and <i>YAMATO</i> .
2006	The subsidiary Toei Kogyo Fudosan KK was merged with Toei in an absorption-type merger.	Released <i>Memories of Tomorrow</i> and <i>The Inner Chambers</i>
2007	Shinjuku 3-Chome East Building (Shinjuku-ku, Tokyo) was completed and the cinema complex Shinjuku Wald 9 was opened.	
2008		Released <i>PARTNERS: THE MOVIE</i> .
2009	Stage No.6 at Toei Tokyo Studios was completed and began operation.	Released <i>The Summit: A Chronicle of Stones to Serenity</i> and <i>ONE PIECE FILM STRONG WORLD</i> . <i>Kamen Rider Dragon Knight</i> began airing across the United States, France, and Mexico.
2010	Toei Digital Center (Nerima-ku, Tokyo) was completed and began operation.	Released <i>PARTNERS: THE MOVIE II</i> .
2011	Shigeru Okada, honorary Chairperson of Toei, died.	Released <i>Detective in the Bar</i> and <i>ADMIRAL YAMAMOTO</i> .
2012		Released <i>ONE PIECE FILM Z</i> . Released <i>EVANGELION New Theatrical Version: Q.</i> (Jointly distributed with T-Joy Co., Ltd. and khara, inc.)
2013		Released <i>DRAGON BALL Z Battle of Gods</i> . Opened Toei Hero World at AEON MALL Makuhari Shintoshin (Mihama-ku, Chiba City). (A joint project with NAMCO Ltd)
2014	Yusuke Okada and Noriyuki Tada became Chairperson of the Toei Group and president & chief executive officer of Toei.	Released <i>AIBOU: THE MOVIE III</i>
2015		Released <i>DRAGON BALL Z Resurrection F</i> .
2016		Multiple projects were held to commemorate the 45th anniversary of the <i>Kamen Rider</i> series and the creation of the 40th show in the <i>Super Sentai</i> series. Released <i>Dangerous Cops: Final 5 Days</i> and <i>ONE PIECE FILM GOLD</i> .
2017		Released <i>AIBOU: THE MOVIE IV</i> .
2018	The new Toei Animation Oizumi Studio began operation.	Launched the commemorative website for the 20th show in the <i>Kamen Rider Heisei</i> series. Released <i>Sakura Guardian in the North</i> , <i>The Blood of Wolves</i> , and <i>DRAGON BALL SUPER BROLY</i> .
2019		Released <i>Fly Me to Saitama</i> and <i>ONE PIECE STAMPEDE</i> . <i>Kamen Rider Zero-One</i> , the first show in the <i>Kamen Rider Reiwa</i> series, began airing.
2020	Osamu Tezuka became president & chief executive office of Toei. Yusuke Okada, Chairperson of the Toei Group, died.	Released <i>Howling Village</i> .
2021	Noriyuki Tada became Chairperson of Toei.	Multiple projects were held to commemorate the 50th anniversary of the <i>Kamen Rider</i> series. Released <i>A Morning of Farewell</i> and <i>I Don't Have Any Money Left in My Retirement Account!</i> .
2022	Toei underwent a major structural reorganization.	Released <i>Dragon Ball Super: SUPER HERO</i> . Released <i>ONE PIECE FILM RED</i> , which became the highest grossing film of the year. Released <i>THE FIRST SLAM DUNK</i> . <i>Kamen Rider BLACK SUN</i> and <i>FUUTO PI</i> , commemorative projects for the 50th anniversary of the <i>Kamen Rider</i> series, began streaming online.
2023	Osamu Tezuka, president & chief executive officer, died. Fumio Yoshimura became president & chief executive officer of Toei. Released Toei Group's Midium to Long Term Vision TOEI NEW WAVE 2033	<i>THE LEGEND &amp; BUTTERFLY</i> , a commemorative project for the 70th anniversary of Toei's establishment, was released. <i>Shin Masked Rider</i> , a commemorative project for the 50th anniversary of the <i>Kamen Rider</i> series, was released.



Kamen Rider Dragon Knight



The Blood of Wolves



Dragon Ball Super: SUPER HERO



THE LEGEND &amp; BUTTERFLY

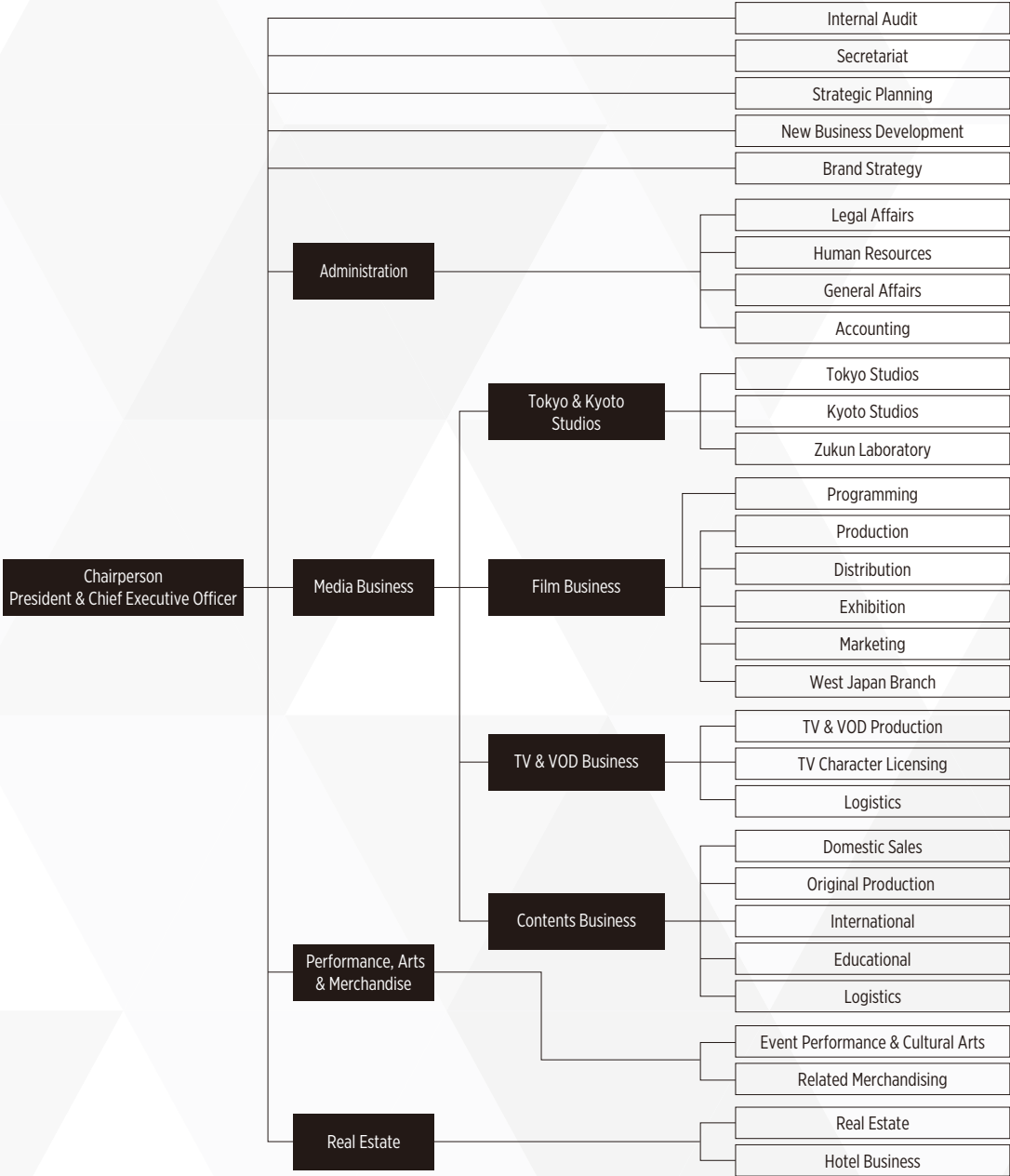
# Company Profile

Company Name	TOEI COMPANY, LTD.
Location	2-17, 3-chome, Ginza, Chuo-ku, Tokyo 104-8108 Japan
Tel	+81-3-3535-4641(Main)
Date of establishment	October 1, 1949 (Date of foundation: April 1, 1951)
Capital	11,707 million yen
Stock listing	Prime Market, Tokyo Stock Exchange
Number of employees	381 employees (as of March 31, 2024)
Representative	Noriyuki Tada, Chairperson Fumio Yoshimura, President & Chief Executive Officer



Learn more on IR  
<https://www.toei.co.jp/company/en/ir/>

# Organization





[www.toei.co.jp](http://www.toei.co.jp)