

Toei Animation's Licensing Efforts Expand on Eve of Licensing Expo 2017

Sailor Moon And Digimon Welcome Licensees Across Variety Of Categories While Opening Up New Digital Merchandising Opportunities For Its Brands

For Immediate Release:

LOS ANGELES (May 1, 2017) –Toei Animation's 2017 licensing efforts continue to expand across the United States with several key licensee partnerships formed ahead of the company's appearance at the upcoming Licensing Expo.

The *Sailor Moon* franchise maintains its momentum by welcoming aboard licensees for both the classic version of the series, and *Sailor Moon Crystal*, based on Naoko Takeuchi's mega-hit graphic novel series, *Sailor Moon Crystal* retells the classic story of Sailor Moon, the kindhearted guardian destined to protect the world from dark forces. Apparel and beauty products remain important categories for *Sailor Moon* as it expands its reach among teen and young adult viewers.

The list of licensees includes:

Sailor Moon (classic)

Apparel: Hybrid Apparel, Great Eastern

Figures: FUNKO, ZAG TOYS

Socks: Everything Legwear

Calendar: Calendar Holdings

Watch: Accutime

Mirrors, Beauty Tool: E-pop

Kitchen Item: SCS Direct

Key Chain: Great Eastern, Just Toys, Monogram

Costumes: FUN.COM

Sailor Moon Crystal

Apparel: Hybrid Apparel

Watch: Infinifan

Game Board: Dyskami Publishing Company Inc.

Cell Phone Charger: Mimoco

Drinkwear and more: Just Funky

As *Digimon Adventure tri.*, the six-part film series reuniting the cast and characters from the hit series prepares to release its latest installment in the U.S., the brand has reached a new height of popularity since its debut nearly twenty years ago. Joining its ongoing merchandising campaign are new partners in apparel, collectible toys and plush dolls.

Digimon Adventure

Apparel: Bioworld

Collectible Toys: Zag Toys, Tech 4 Kids, Just Toys

Plush: Squishable

“We are delighted to welcome aboard top licensees across all categories for our properties, and opening up new opportunities at Licensing Expo 2017,” said Masayuki Endo, President of Toei Animation Inc. “While physical products remain crucial for our branding, we are also excited to put an expanded emphasis on our digital efforts by seeking partnerships with licensees focusing on emojis, stickers, gifs, and other forms of digital communication. Toei’s brands and characters are already integrated into the dialog of dedicated fans, and we hope to give them the opportunity to further use their fandom for daily fun with friends.”

About Toei Animation Inc.

Based in Los Angeles, Toei Animation Inc. manages the film distribution of Toei’s top properties, including Dragon Ball all series, Sailor Moon, One Piece, Digimon series, Saint Seiya, and many others to North America, Latin America, South Africa, Australia and New Zealand. Toei Animation’s Los Angeles office further handles all categories of consumer product licensing based on its film and television brands within these territories. For more information, please visit www.toei-animation-usa.com.