April 16, 2026
MIXI, Inc.

# Full-Scale Operations for STRIKE WORLD - MIXI's Global Version of MONSTER STRIKE - begin in India on April 16, 2026

Tokyo, Japan, April 16, 2026—MIXI, Inc. announces that STRIKE WORLD, the global version of its mobile hunting action RPG MONSTER STRIKE, will begin full-scale operations in India on April 16, 2026.
As smartphone adoption continues to expand globally, India is expected to remain a high-growth market, driven by its increasing population and rising number of mobile internet users.




**Reasons We Chose India**

In light of the growth potential of this market, we soft-launched STRIKE WORLD in India on February 19, 2026. With our operational and marketing frameworks now fully established, we will commence full-scale operations today.

**The Defining Features of STRIKE WORLD**




1. Redesigned while preserving the core experience
We have optimized the onboarding flow, progression systems, and UI to better align with the local market, while maintaining MONSTER STRIKE's identity: its simple pull-and-release controls and engaging multiplayer experiences for friends and family.

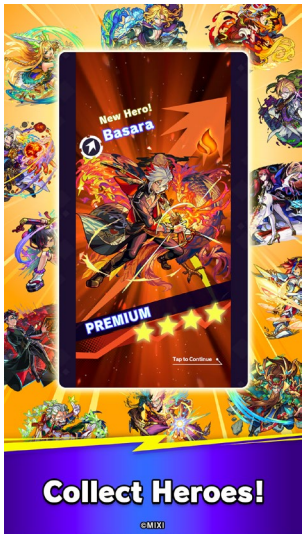
2. Optimization of the monetization model
In addition to the gacha-based model that is the focus of the Japanese version, we have introduced a variety of revenue streams, including paid reward tracks featuring items and characters, special offers, and in-game advertising.

3. Anime collaborations
Building on our experience with anime collaborations in MONSTER STRIKE, we plan to regularly run collaborations with a wide range of anime properties. By working with Japanese IP holders and Indian companies in the anime industry, we aim to convey the appeal of Japanese anime to players through the game experience.










**Development of measures to accompany the start of full-scale operations**

We will begin implementing measures in phases from the start of full-scale operations of STRIKE WORLD. We launched season 1 of the game today and plan to continue this seasonal model with each season lasting approximately 2 months and featuring season-limited characters, free and paid season passes, and paid gacha banners. In addition, we will launch social media campaigns and release animated content featuring the characters as part of our user acquisition and retention efforts.

For more information, please visit the official website of STRIKE WORLD (https://strike-world.com).

**Future Outlook**

Our top priority in the Indian market is to raise the profile of STRIKE WORLD. We plan to promote content development and marketing measures tailored to local culture and customs. In addition, we will work to establish a stable operational framework through collaboration with local partners.

**Comment from Koki Kimura, president, representative director, and CEO of MIXI and executive producer of STRIKE WORLD**



MONSTER STRIKE is an IP that has grown with the support of its large user base in Japan. For this game's launch in India, we have taken care to preserve the core gameplay experience while optimizing it for the local market. The Indian market is expected to grow due to its large population and increasing rate of smartphone adoption, so we will build on our operational and marketing expertise to establish a sustainable business foundation.

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**STRIKE WORLD** (https://strike-world.com)
The global version of the thrilling action RPG MONSTER STRIKE with easy-to-learn controls that anyone can enjoy, began full-scale operations in India in April 2026.

**MONSTER STRIKE** (https://www.monster-strike.com) (Japanese Only)
The thrilling action RPG with easy-to-learn controls that anyone can enjoy. Players take turns using a slingshot motion to shoot their characters into enemies, and utilize bouncing off walls and enemies to defeat enemies and complete quests. Since its launch in October 2013, the game has been enjoyed by many users, with its total global user count exceeding 65 million as of December 2025.

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