

## Monster Strike Anime will be made into a movie

XFLAG™ STUDIO of mixi, Inc. (Shibuya Ward, Tokyo, President: Hiroki Morita) has announced that they will be making the film adaptation of the “Monster Strike” anime series, a series currently airing on Youtube. “Monster Strike THE MOVIE” will be released on December 10th (Saturday) later this year.



XFLAG STUDIO, with its slogan, “Extraordinary Adventures,” has been striving to provide entertaining content to enjoy with friends and family. They did not stop at making the game app “Monster Strike”, they have also produced and broadcasted Monster Strike anime, developed merchandising, organized events, and taken on various challenges to provide amazing and new experiences to users beyond the realm of gaming.

This time, they have embarked on producing the film adaptation of the anime series, part of their effort in striving to provide more powered-up entertainment which everyone will surely enjoy with a rush of “full throttle adrenaline”.

Starting on July 30th (Saturday), trailers will be played in theatres, flyers and posters will be distributed. (Official Website: <http://anime-movie.monster-strike.com>)



Monster Strike anime series was first broadcasted to the world on Youtube on October 10th, 2015 in 11 different languages. Each episode is condensed into seven minutes, a new anime format for the smartphone generation. The series entered into a new chapter and underwent a significant quality upgrade on March 26th this year, and on July 16th it exceeded 80 million※ Youtube views. A 50-minute special edition of the usual 7-minute long episodes, “Mermaid Rhapsody” is scheduled to be aired on July 30th.

※Aired on YouTube. This is the total number of views of the Japanese, English, Chinese (Traditional), Chinese (Simplified), Korean, French, German, Spanish (Castilian), Spanish (Latin), Portuguese (European), Portuguese (Brazil) versions of Episodes 1-32 from October 10th 2015 to July 16th 2016. Statistics from Youtube Analytics

## ■Details of “Monster Strike THE MOVIE”

- Title: Monster Strike THE MOVIE
- Release Date: December 10th, 2016
- Staff:
  - Director: Shinpei Ezaki
  - Scriptwriter: Taku Kishimoto
  - Story: Ishijiro, Yoichi Kato
  - Character Design: Tatsuro Iwamoto
  - Monster Design: Masayuki Kondo
  - Animation Design: Shizue Kaneko
  - Production Companies: Liden Films / Ultra Super Pictures / XFLAG PICTURES
  - Released by: XFLAG PICTURES Distributed by: Warner Brothers Movies
- ”Monster Strike THE MOVIE” Official Website: [anime-movie.monster-strike.com](http://anime-movie.monster-strike.com)

## ■XFLAG PICTURES

A new brand established as a video and software product in April 2016.

We are currently broadcasting the “Monster Strike” anime series and we will expand our business on a full-fledged scale in the future.

XFLAG STUDIO will continue to provide “full-throttle adrenaline” battle entertainment which can be enjoyed with friends and family.

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## ■mixi Group < [mixi.co.jp](http://mixi.co.jp) >

The mission of mixi Group is to “creating a new culture through internet services that enrich lives and bring happiness.” mixi Group strives to create new markets by providing fresh values centered on communication. We began our business in 1997 with the job posting website for “web people”, “Find Job!” Since then, we have launched Japan’s first social networking site, “mixi”, and the smartphone game “Monster Strike”, which has over 35 million users in total worldwide. We are currently engaged in the development and operation of new services, such as beauty app “minimo” and “Family Album - Mitene”, an app where users can share photos and videos of their children. mixi Group has expanded to include new business activities, with the addition of nohana, Inc., provider of family photo book service “nohana”; Diverse, Inc., provider of “Poiboy”, the communication app where women take the lead; MUSE & Co.,Ltd, provider of the women’s fashion commerce service “Muse & Co.”; and Hunza, Inc., provider of the ticket flea market app “Ticket Camp”. Through these new business activities, we are providing a wider range of services that further enrich the lives of our users.

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## ■XFLAG™ STUDIO <[xflag.com](http://xflag.com)>

With the goal of further development of the entertainment business, XFLAG™ STUDIO was established within mixi, Inc. in August, 2015. At XFLAG STUDIO, we look to bring games such as “Monster Strike”, “Black Knight Strikers” and “Marvel TsumTsum”, and other exciting “full-throttle adrenaline” games and video content to the world, under the theme of “extraordinary adventures”.



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