

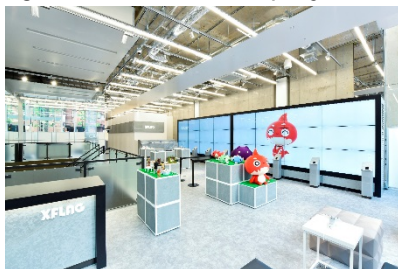
“Store with a New Sense of Play” XFLAG's first permanent store opens May 26th

XFLAG STUDIO™ of mixi, Inc. (Shibuya-ku, Tokyo; President Hiroki Morita) is pleased to announce that it will open "XFLAG STORE SHIBUYA" on May 26th (Fri.) in Shibuya, Tokyo. The store will sell goods related to services offered by the studio, the most famous being the slingshot hunting RPG smartphone app Monster Strike. Also, the XFLAG STORE official online store is scheduled to open this summer.



XFLAG STORE SHIBUYA, XFLAG's first permanent brick-and-mortar store, is laid out over 2 floors, with the first floor selling goods including store-only Monster Strike items. The futuristic sales area features a huge touch screen display, and customers can purchase items with the sense of "play". In addition to the big touch screen that brings excitement to your fingertips, the store features a variety of gimmicks, such as playing on the exciting large display, and coupons for lucky customers. Please come down to the store and enjoy a new kind of shopping experience.

▼Large touch screen display (1st floor) ▼The basement floor



The basement floor has been fitted with a cafe space and an event stage. The cafe space has an original cafe menu, featuring characters as a motif. The event stage will host regularly scheduled Monster Strike and other XFLAG events. Opening day will feature the “In-depth Analysis!? XFLAG STORE SHIBUYA” event, with “people in XFLAG” and special guests introducing the attractions of XFLAG STORE SHIBUYA.

▼Café space



▼Café menu examples



*images for illustration purposes only

Also, in addition to the brick-and-mortar store, the official online store XFLAG STORE is scheduled to open this summer. Details such as the opening date and time will be announced on the XFLAG STORE portal site and the XFLAG STORE official Twitter and Instagram accounts.

In addition, please keep an eye on the XFLAG STORE official Twitter and Instagram accounts, which will send information about goods from both the physical store and the online store.

- XFLAG STORE portal site: <http://store.xflag.com/>
- XFLAG STORE official Twitter account: https://twitter.com/XFLAG_STORE
- XFLAG STORE official Instagram account: https://www.instagram.com/xflag_store/
- XFLAG STORE SHIBUYA official Twitter account: https://twitter.com/XFLAG_SHIBUYA
- Official Monster Strike YouTube channel: <https://www.youtube.com/user/monsterstrikepr>

XFLAG STORE SHIBUYA store details

- Location: Tokyo Parkway Square 1, 1-16-7 Jinnan, Shibuya-ku, Tokyo
- Open day: May 26th, 2017 (Fri.)
- Opening hours: 11:00-21:00
 - The store operates on a strict 120-minute rotation system (5 periods: 11:00-, 13:00-, 15:00-, 17:00-, 19:00-).
 - The last order of the cafe is 30 minutes before the end of each period.
- Regular holiday: none
- Admission: Free
 - To avoid excessive congestion, an appointment framework has been set up. Reservations will open from 15:00 on May 10th. Also, an XFLAG ID is required to make a reservation. For details, see the reservations page on the XFLAG STORE portal site (<http://store.xflag.com/>).
 - The status of same-day tickets for customers without a reservation will be posted on the XFLAG STORE SHIBUYA official Twitter account (@XFLAG_SHIBUYA).

'In-depth Analysis!?' XFLAG STORE SHIBUYA' event details


- Date and Time: May 26th, 2017 (Fri), 15:30 - 17:00 (scheduled)
- Featured guests: People in XFLAG (Sanapacho, Panae, Riex, Baby Kawake), etc.

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

■ Monster Strike

Monster Strike is a slingshot action RPG that takes advantage of smartphone technology to produce an exhilarating experience for all types of players. Quests are completed by taking turns to attack and defeat enemy monsters. Players sling their monsters with touch-based controls while bumping, rebounding off walls and other monsters. The game is characterized by its multiplayer co-op system which allows up to four friends to play together at a time. It has been played by many users since its launch in October 2013. As of January 2017, the total number of users worldwide exceeds 40 million.

■ App Overview

	App Title	Monster Strike
	Category	Game (Action RPG)
	Playing fees	Free (Some in-game purchases)
	Devices (OS)	[iOS] iOS 8.0 or later [Android] Android 4.0.3 or later

■ mixi Group <mixi.co.jp>

The mission of mixi Group is to "creating a new culture through internet services that enrich lives and bring happiness." The mixi Group of companies strive to create new markets by providing fresh values centered on communication. We began our business in 1997 with the job search website for people working in the web industry, "Find Job!" Since then, we have launched Japan's first social networking site, "mixi", and the smartphone game "Monster Strike", which has over 40 million users in total worldwide. We are currently engaged in the development and operation of new services, such as Salon Stylist Reservation App "minimo" and "Family Album - Mitene", an app where users can share photos and videos of their children. The 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"; 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.

■ XFLAG™ STUDIO <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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