

Change in Publisher of Innovative Co-op Word RPG: Kotodaman

Tokyo, August 9, 2019 — mixi, Inc. (hereinafter, “mixi”) hereby announces that it has received the innovative co-op word RPG: Kotodaman (hereinafter, “Kotodaman”) from SEGA Games Co., Ltd. (hereinafter, “SEGA Games”). It is currently planned for mixi’s entertainment brand, XFLAG™ STUDIO, to become the publisher of the game starting October. There are no necessary actions that current users must take due to this change in publisher.

1. Reason for change in publisher

Kotodaman is an innovative RPG released by SEGA Games in April 2018 in which players create words using the Japanese alphabet to attack enemies and clear stages. It has been downloaded over 8,000,000 times in the first three months after its release.

As the game’s new publisher, XFLAG™ STUDIO aims for large growth by combining the potential of the long-loved concept of wordplay with more functions, the management and marketing experience gained from Monster Strike, to spread the appeal of Kotodaman’s universally-appealing word-based gameplay to even more users.

2. Overview of source company

(1)	Name	SEGA Games Co., Ltd.
(2)	Address	Sumitomo Fudosan Osaki Garden Tower, 1-1-1 Nishi-Shinagawa, Shinagawa-ku, Tokyo
(3)	Representative	President & COO: Kenji Matsubara
(4)	Main business	Planning, development, sales, and management of games and digital services for home gaming consoles, PC, and mobile devices.
(5)	Paid-in capital	¥100,000,000
(6)	Established	June 3, 1960

3. Future prospects

Currently, the impact receiving this game will have on mixi’s financial results is negligible. Any further matters to be disclosed shall be promptly announced.

■ mixi Group < mixi.co.jp/en/ >

Since 1997 mixi Group has created communication services for friends and family to enjoy together, including the social network mixi, and the multiplayer smartphone app Monster Strike. With the corporate philosophy of “user surprise first” and the mission statement “for communication,” the group continues to look toward enriching lifestyles of the future, developing new businesses and services via IT to inspire communication between people around the world.

■ XFLAG™ < xflag.com/en/ >

XFLAG™ STUDIO was established within mixi, Inc. in August 2015 to further develop the entertainment business. Under the mission of *EXPLORING WONDERS. EMBRACING THRILLS.*, XFLAG™ STUDIO brings battle-fueled entertainment such as Monster Strike, Fight League, and a variety of video/media content to the world.



■ For inquiries

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