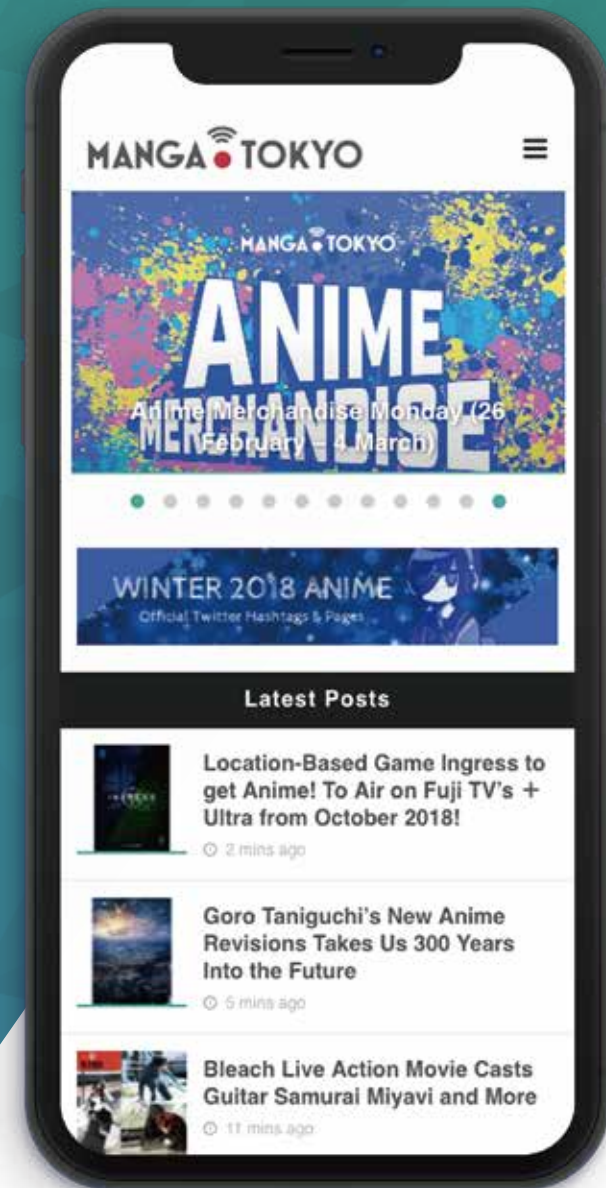


MANGA TOKYO

Media Document



01. Company Profile

Company name GRADUS inc.

Location 4-10-5, Minamimemba, Chuo-ku Osaka-shi,
Osaka, 542-0081, Japan

CEO Tetsuya Okamura

Establishment 2015

Website URL <http://gradus.jp/en>

Business Contents

Cross-border e-Commerce C2C Platform Operation

▼Otsukai



We operate a cross-border e-commerce service which focuses on Japanese anime and manga merchandise. Such products enjoy a great reputation and high popularity all over the world. We are aiming to establish our C2C platform into something that allows users both in and out of Japan to communicate and trade among themselves.

News Distribution Media

▼MANGA.TOKYO



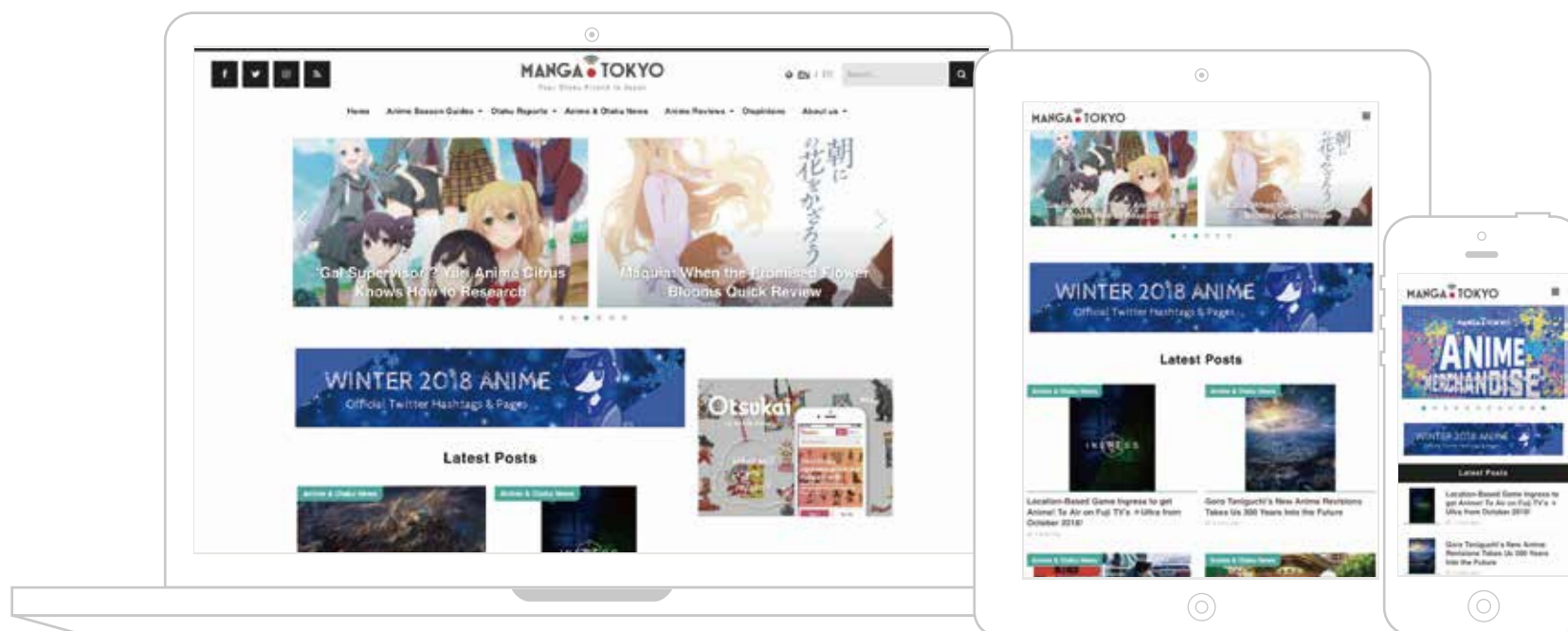
Using the know-how it has nurtured over the years, Gradus operates an English and German-language news site which distributes news regarding Japanese anime, manga and more to overseas fans. We publish around 100 articles per month, including exclusive interviews with top people in the industry, such as artists, animators, anime directors, voice actors and more.

02. What is MANGA.TOKYO?

Spreading "otaku" culture from Japan to the world.

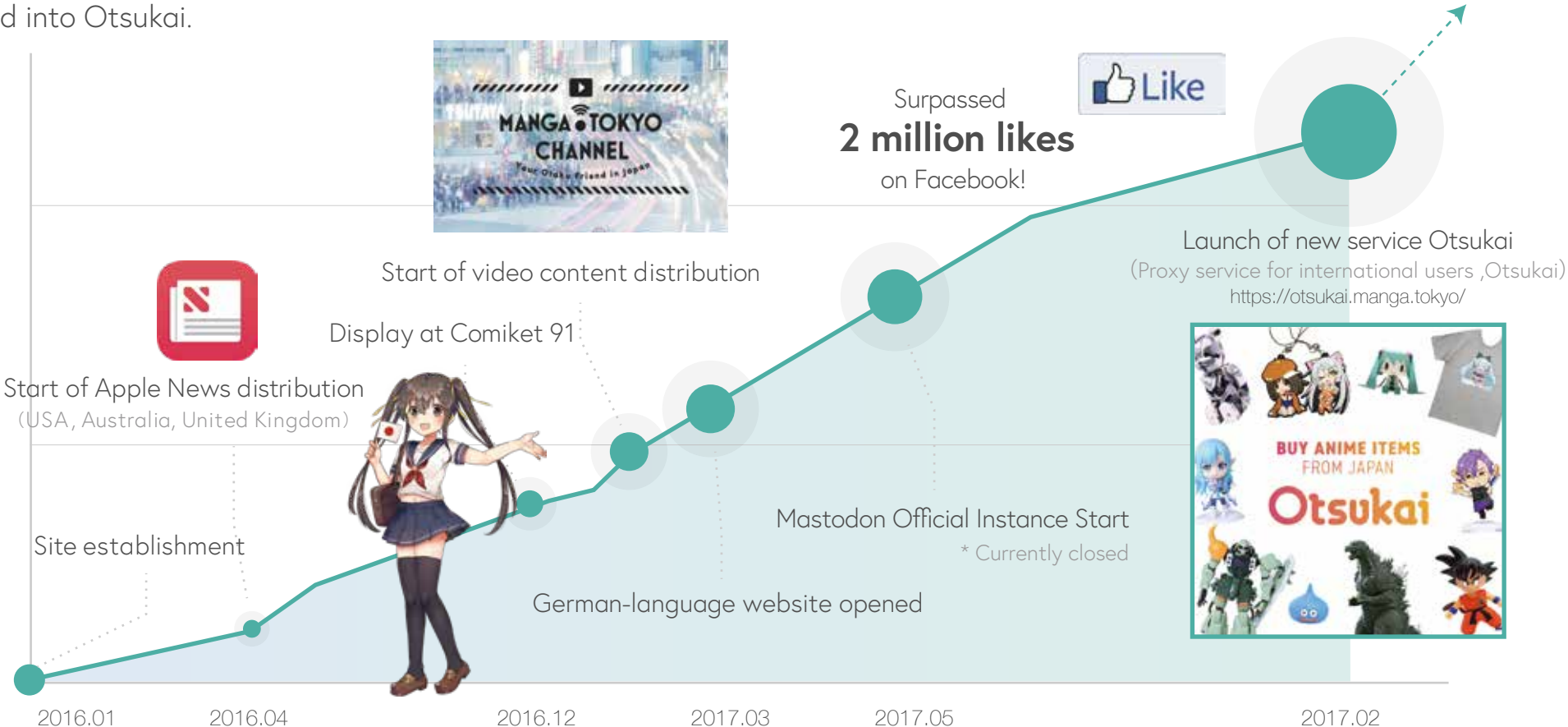
MANGA.TOKYO is a media site which provides anime information to international anime fans. We post a variety of otaku information; from the latest anime news, to events, stage plays, sightseeing and anime gourmet. We are showing Japan's charms through "otaku" culture.

<https://manga.tokyo/>



03. MANGA.TOKYO's growth

Since the website's establishment in December of 2015, we have steadily gained fans through our trustworthy reporting and high-quality original content. The site is in a state of rapid growth due to Facebook and other social media and has broken through the 2 million likes milestone on Facebook. In February 2018 we released our Otsukai service, a proxy-buyer matching service to help people outside Japan get hold of Japan-only merchandise. We are currently developing a C2C option, which will be integrated into Otsukai.



04. Contents

We research what international fans want to know. Substantial content.



Interview articles

Interviews with anime directors and animators.



Project articles

Reader's surveys, anime rankings, columns about anime, corner introducing anime recipes and more.
Original content based on original projects.



Event articles

Event reports which cover expos such as AnimeJapan and other events and concerts carried out by various companies.



Review articles

Articles which review currently airing anime.
Unique viewpoints from international writers are popular.



Video content

Video reports of events and news rankings

Cooperating Media

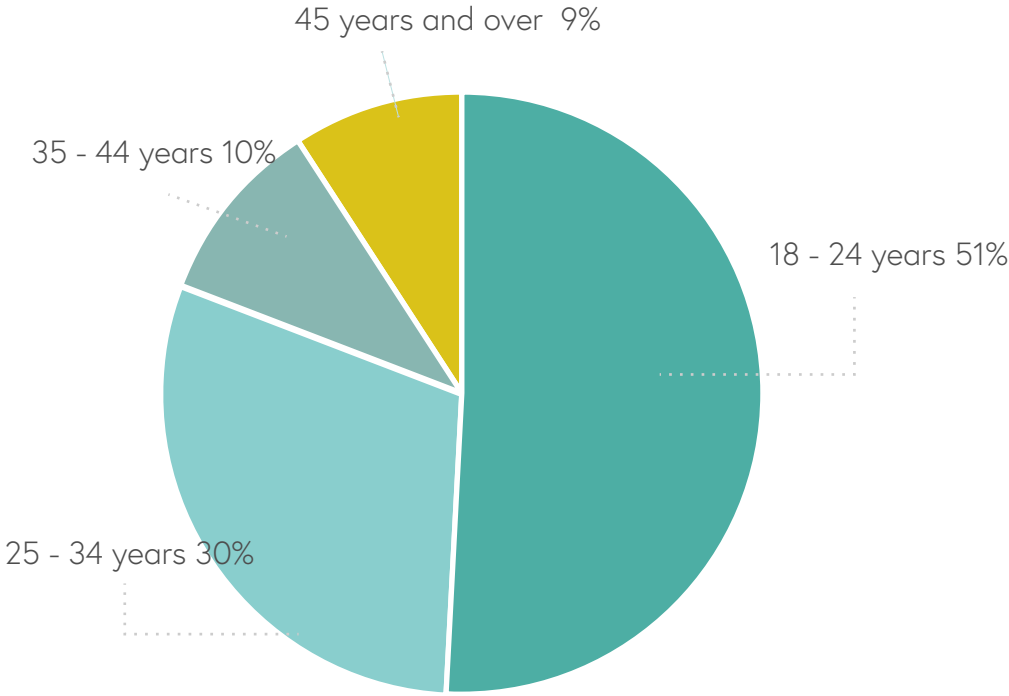
A portion of our articles are translated versions of content from other website who cooperate with us.



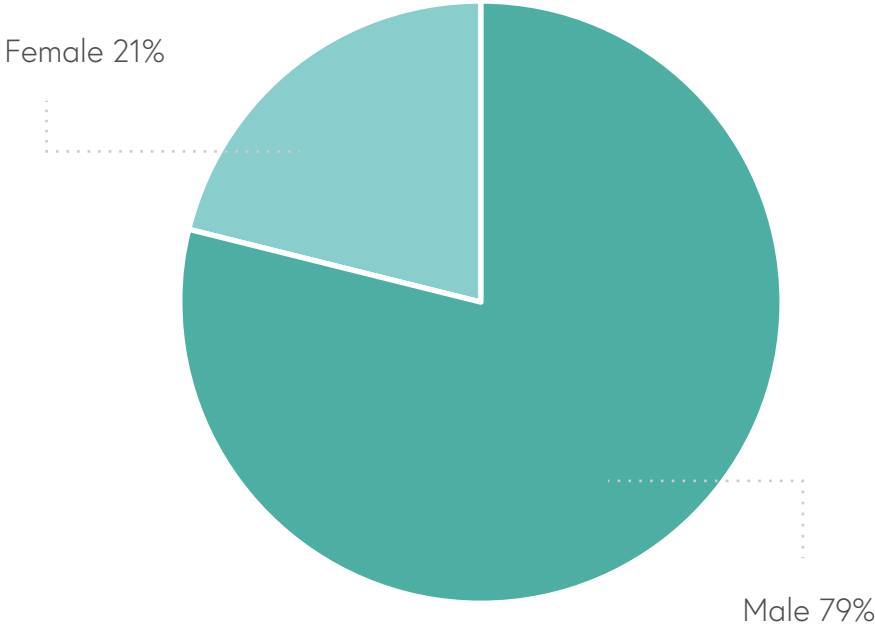
05. Basic User Information - Age range, Gender -

(as of March 2018)

< Age range >



< Gender >

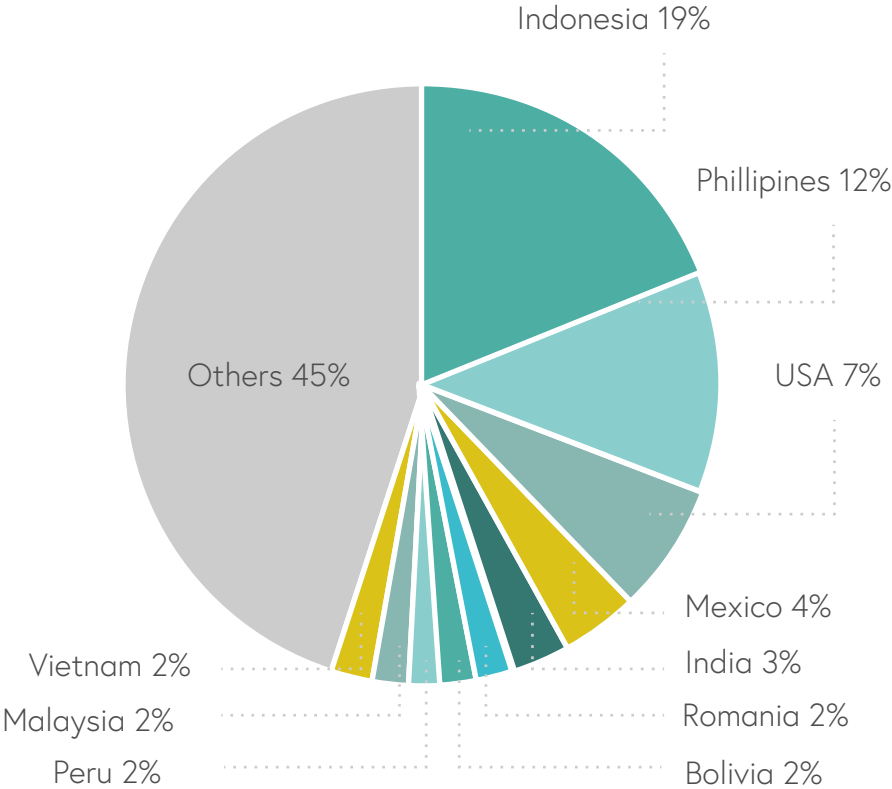


The majority of users are in the 18 - 24 range (51%), followed by the 25 - 34 range (30%). 79% of users are male, while 21% are female. We are supported by the 'digital native' generation (users in their 10s - 20s).

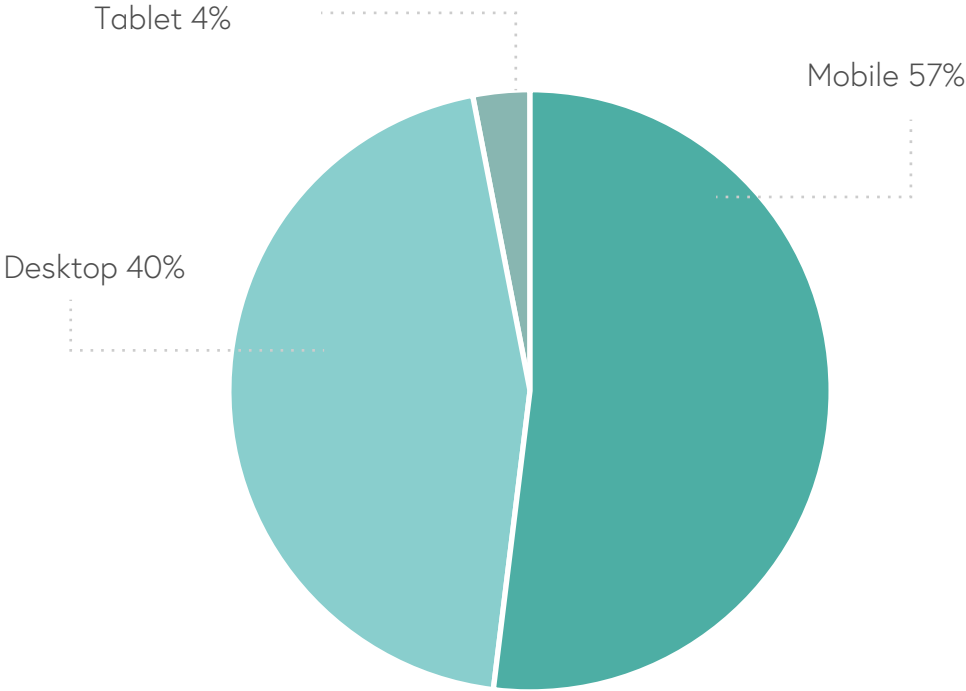
05. Basic User Information - Region, Devices -

(as of March 2018)

< Region >



< Devices >



The site is accessed from mainly Asian territories, such as the Philippines and Indonesia, as well as North America. Users access our website mostly via mobile devices (57%), followed by desktop devices (40%). The usage of mobile devices has grown in comparison to last year.

06. News coverage requests

MANGA.TOKYO will cover news with all our might.

At MANGA.TOKYO, anime and manga-related news and information about events, products, and services are published for free. Also, we are looking for anime production companies, anime goods production and sales companies, stores, and creators who are willing to let us report on them.



The MANGA.TOKYO team also has members residing the United Kingdom and Germany. They provide project suggestions from an individual point of view and market the content that international fans want to see. Also, our team acts as an all-in-one editor, writer, designer, and cameraman, providing high quality content.

07. Contact us

Please contact us via the following email address

press@manga.tokyo

Please feel free to contact us

- To register as a writer
- News coverage requests
- To send press releases
- For e-commerce product handling
- Business offers
- Other