

October 17, 2019

Bushiroad's Subsidiary to Purchase Women's Wrestling Business

Name	Bushiroad Inc. (Securities Code: 7803)
Overview	Bushiroad resolved at its board of directors meeting that its consolidated subsidiary, Kixroad Inc., will purchase the women's wrestling business of K.K. Stardom.
Details	<p>Bushiroad group is striving to create, cultivate and expand revenue of original IPs under its IP developer strategy and has the entertainment business and sports business. Its consolidated subsidiary, New Japan Pro-Wrestling Co., Ltd., the pillar of its sports business, posted record-high sales and number of spectators for the sixth consecutive period by utilizing Bushiroad group's business resources and promotion know-how since making it a consolidated subsidiary in 2012. In addition, Kixroad, established in 2016, announced a partnership with the kick boxing event, REBELS, and the launch of a new system in May 2019, and hereby will change its trade name to Bushiroad Fight Inc. under the theme of nurturing new star boxers and will strive to discover and nurture boxers, and development of solid IP.</p> <p>To further expand its sports business, Bushiroad Fight will purchase the women's wrestling business from Stardom, one of the largest groups in the Japanese women's wrestling industry.</p> <p>With the acquisition, Bushiroad will aim to further expand the size of its business and revenue through the synergetic effect of the brand that Stardom has built up and the know-how that the Bushiroad group holds.</p>
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