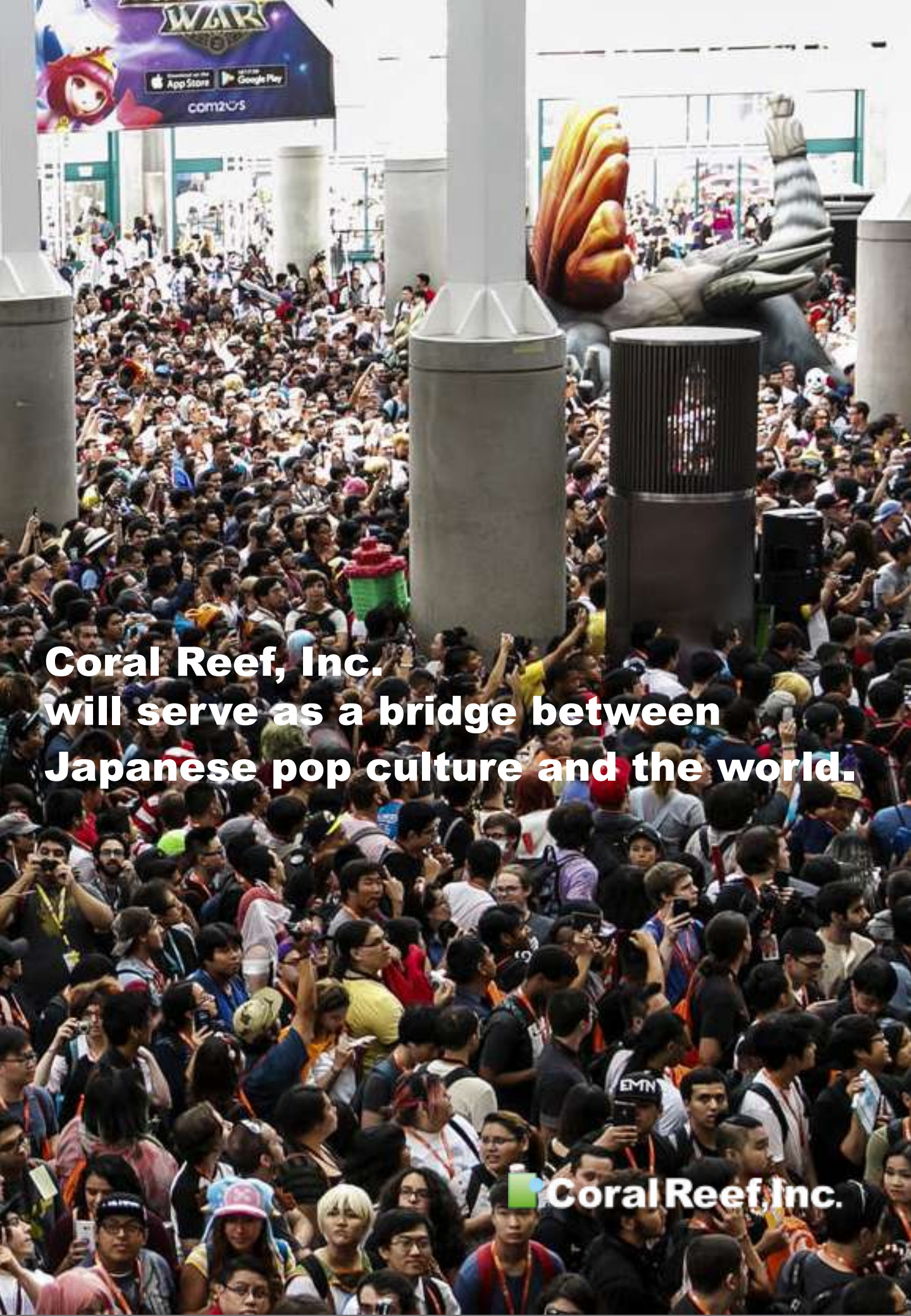





## **Company Profile**



**Coral Reef, Inc.**  
**will serve as a bridge between**  
**Japanese pop culture and the world.**

 **Coral Reef, Inc.**



# INTRODUCTION

☆ **Our aim is to create a win-win relationship among business producers by nurturing respect through diversity and providing active work environments for “content industry”.**

Visual industry has grown rapidly in the past few years with the expansion of overseas and online markets such as Amazon and Netflix. We offer financial and marketing related services of managing production committees, content productions, advertisements, and content sales through rich collaboration with content creators (producers, directors, and screenwriters).



## MARKET TREND

☆ “Content industry” is an umbrella term regarding companies producing and providing mass media and media data (film and animation, music, games, books, and data thereof). Japanese content is already highly regarded worldwide and shows further potential to flourish in foreign markets. With Japanese government support and buoyed by the expansion of online markets through Amazon and Netflix, the Japanese content industry has grown rapidly in the past few years. The Japanese content industry was worth 13 trillion yen in 2010. However, this figure is expected to reach 20 billion yen and triple in overseas markets by 2020. Indications show that the content industry will become one of the top 5 exports in Japan. Furthermore, it is projected to reach 30 trillion yen (equivalent of 5% of the GDP) in 2025. The content industry also has a large-scale economic ripple effect on other markets. (e.g.: annual sales of Pokémon merchandise are 3 trillion yen) The Japanese government’s commitment to the growth of this industry is reflected in this year’s total funds reaching 69.3 billion yen. The funds were accumulated from Japanese government ministries and agencies including Ministry of Public Management, Agency for Cultural Affairs, and Cool Japan Fund Inc. operated under the Ministry of Economy.

# Company Profile

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## Introduction

Coral Reef, Inc. strives to be a cradle of its own by offering services and solutions for both financial and marketing by cultivating rich collaboration between companies and content creators (producers, directors, and screenwriters). We recognize projects as important visual assets and our services can fully support any business plan by managing production committees, content productions, advertisements, and content sales. Our management services will shorten the time for each project to be released to the public and thereby contribute to the industry and market by ensuring more projects are being supplied in a shorter amount of time.

Coral Reef, Inc. was established to fulfill our vision to provide active work environments, nurture respect through diversity, and increase financial prosperity for various productions.

## ◇Coral Reef, Inc.

◇Placeo Aoyama Bldg 3F, Kita Aoyama 2-7-13, Minato-ku Tokyo1070061

◇CEO Shinji Moriwaki

◇Director & COO Shigeki Takeuchi

◇Initial Capital 50 million yen

## Business outline:

[Video production services]

■Video production including films, dramas, and animations.

■Consolidation of video content rights.

■Organization and operation of visual content production committees

[Business solution service]

■Distribution and promotion of visual content

■Management on collection and distribution from visual content income.

[Other]

■Business partnerships with outside media and companies

■Produce films, dramas, and animations

■Various services and solutions for business through our connections in Japan and overseas

■Support an expansion of Japanese cultural content to overseas markets that opens a way for Japanese creators to be seen across the world.

# Video production service



## Produce films, dramas, and animations

We form consortiums with several production companies to develop high-potential projects into films, dramas, and animations. These projects will be realized quickly while maintaining top quality through our services so that many products will be offered to the world.

## Consolidate visual content rights

On top of our in-house visual content, we participate in production committees of other popular works in order to promote efficient distribution. We also consolidate visual content rights by acquiring the business operation rights of completed works.



## Organize and oversee operations of visual content production committees

We manage investments through administrative companies and each production committee. We set up investment vehicles and management operations for each project separately.



# Business solution service



## Overseas sales of visual content and promote distribution for net-based subscription.

We expand investments by promoting secondary use of acquired works in overseas markets. We actively collaborate with net subscription businesses to generate a direct response and spread out our consolidated content.

## Management on collection and distribution from visual content income.

We manage the sales income from the content from which rights are consolidated, and distribute this income to the investors and the rights holders. We maximize the content assets by expanding income.



Video production service

Service and solution for business

Produce films, dramas, and animations

Consolidation of visual content rights

Establish production committees

Overseas sales  
Distribution and promotion for subscription

Visual content income  
Management of collection and distribution

Visual Produce

Business partnerships with outside media and companies

Produce films, dramas, and animations  
Various services and solutions for business through our connections in Japan and overseas  
Support an expansion of Japanese cultural content to overseas markets that opens a way for Japanese creators to be seen across the world.

## ◇ CEO Shinji Moriwaki

1986 CEO at Motoharu Sano Creative Production M's Factory. Engaged in creative and rights management. Reached No.1 in CD & Video release and audience attendance.

1988 Established Image Quest Co., Ltd. Provided a wide range of services specializing in the entertainment industry including events, creative business, film, and multimedia business.

1989 Worked as a supervisor on "When She Wearing Swimming Suit (1989)"

Inaugurated as a board member of Right Vision Entertainment Co., Ltd., known for its films such as "Madonna no gotoku (1990)", "Nami no kazu dake dakishimete (1991)", "Shichi-nin no otaku: Cult seven (1992)", "Nurse Call (1992)", and "Kokkai e iko!(1993)"

1996 Established IQI Co., Ltd. Conducted solution services, ticket services specializing in entertainment, CD, music streaming, e-commerce, and built a system for a paid member website.

2002-2008 Inaugurated to executive director of The Federation of Music Producers.

2004-2008 Inaugurated to be a member of the Center for Performers' Rights Administration (CPRA), a part of the Japan Council of Performers' Rights & Performing Arts Organization.

2007 Inaugurated to be a member of a content distribution committee (to promote online streaming of TV programming) / the Information and Communications Council, a part of the Ministry of Internal Affairs and Communications (MIC).

2008 Increased sales of IQI to 3.5 billion yen and sold the company off to J-Stream Inc., a subsidiary of the transcocosmos inc.

2009 Established Aqua Planet, an NPO corporation for coral revival activity, and inaugurated to a vice executive director. Aqua Planet offered environmental related consulting services for corporations such as Kewpie Co., Ltd, Imuraya Co., Ltd, Watami Co., Ltd., and goo (search engine / web service by NTT Resonant Inc.)

2010 Engaged in consultation for regional development by utilizing information and communication technology (ICT) from municipalities. Worked in charge of Ito city, Yokohama city, and Higashiizu-cho.

2014 Worked as a planning producer for "My Hawaiian Discovery (2014)" starring Nana Eikura. The state of Hawaii and Japan Airlines Co., Ltd., proposed the project.

2016 Worked in charge of business collaboration for "Kiseki: Sobito of That Day (2017)" which celebrated the 10th anniversary of GReeeeN.

2017 Worked as a planning & associate producer for the Amazon Prime drama series "Shiro to Kiito: Hawaii to Watashi no Pankeiki Monogatari (2018)." The series was shot in Hawaii and the Shonan region of Japan.

2018 Established Coral Reef, Inc.

## ◇ Director & COO Shigeki Takeuchi

1983 April Joined Pioneer LDC, Inc. (current NBC Universal Entertainment Japan)  
Engaged in introducing labels for both domestic and foreign films and also created a trend of home-video distribution of unreleased horror films, such as George A. Romero's "Dawn of the Dead - Director's cut (1978)", "Night of the Living Dead (1968)", and "Martin (1978)."

1986 January Participated in the establishment of GAGA Corporation and held 10% of its capital.  
Assigned to its company's New York office in April of the same year.

1987 October Inaugurated to COO after returning to Japan and launched a film distribution business within the company. Independent theatrical distribution hits include "Bigger Splash (1974)" which is a biopic about David Hockney, "Rude Boy (1989)," and "Mother Teresa (1986)."

1994 Purchased distribution rights of "The Mask (1994)." Invited Jim Carrey and Cameron Diaz to Japan and introduced them to the Japanese media. The film earned 20 million yen in the box office, which was considered a massive hit in Japan.

Purchased distribution rights of "Se7en (1995)." With those films' successful distribution, the company consolidated its position and was recognized as the top distributor of independent films. The company became listed on NASDAQ Japan (current JASDAQ) in 2001.

1999 Inaugurated to the managing director of Marvelous Inc. Worked on many games based on TV animations such as the "Love Hina" series. Accepting an offer from Warner Bros., the company produced the 3DCG animation, "The Animatrix (2003)", and sold 1.5 million copies worldwide. At the same time, he worked on initial public offering (IPO) and contributed to the company to be listed on JASDAQ. Inaugurated to senior managing director. After being listed, the company purchased Victor Interactive Software, Inc.

2004 Established Rising Star Games Ltd. in the UK to launch Japanese games as a joint business venture with Scandinavian distributor Bergsala.

2005 In charge of IPO for Marvelous Inc. that was listed with 2nd section of the TSE.  
Inaugurated to CEO of NEC Interchannel Inc. Produced "The Prince of Tennis"

2006 Produced "Faces of a Fig Tree"

2007 Produced "Shibuya Maruyama Story"

2008 Produced "Chii-chan wa Yukyu no Muko"

2009 Derived the Interchannel Inc.'s overseas game, mobile, and PC online businesses to MBO and established Intergrow Inc. Also inaugurated to CEO.

2010 Established Gamebridge Inc. in the UK, launched the Nintendo DS and 3DS game streaming label, Go series, and released more than 50 titles.

2016 As a former rider and owning a circuit license of NSA, he purchased the distribution rights of the "Ride" and "Moto GP" series from Milestone S.r.l, in Italy, and localized them. This action established the motor game brand of the company.

2017 Appointed as a founding director of Ninja Games Japan Co., Ltd.

2018 Established Coral Reef, Inc.