

TOTAL LICENSING

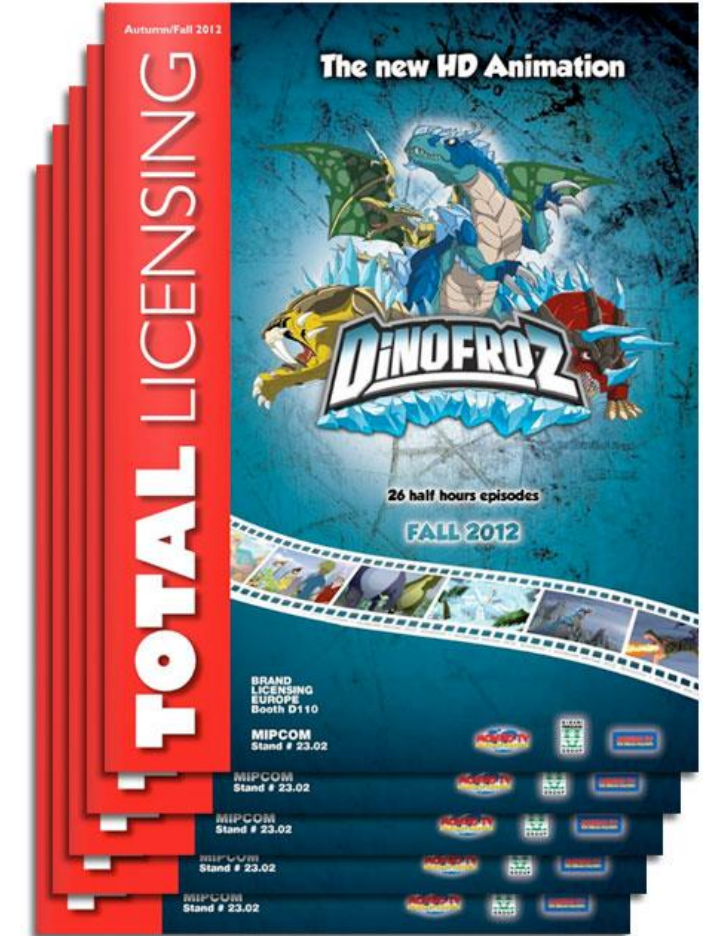
「Advertorial」 記事広告 特別パッケージのご案内 2017年版
Japan Advertorial Package 2017



The home of worldwide licensing information

TOTAL LICENSINGとは Total Licensing Key Facts

- 有力なグローバルライセンシングビジネス情報誌
Influential global licensing business magazine
- 105カ国・84,000人以上の読者に届く
Over 84,000 readers in 105 countries
- デジタル版と印刷版は年4回発行
Published in digital and print formats 4 times a year
- 全世界の主なライセンスとコンテンツトレードショーに配布
Distributed at major licensing and content-related trade shows around the world
- 経験豊かな編集スタッフが各国やキートrendをフィーチャー
する特集記事を書く
Special features on markets and trends written by highly-experienced editorial staff
- 35カ国以上からの広告主
Advertisers from over 35 countries
- Total Licensing社が出版するその他の業態別（ブランド、アート）や地域別（イギリス、オーストラリア）雑誌もある
Total Licensing also publishes media for specialist (brand, art) and country (UK, Australia) sectors
- 毎週メールニュース「Total Licensing Report」は最新業界 ニュースを届く
The weekly e-newsletter, Total Licensing Report, delivers the latest licensing news directly to your inbox



「Advertorial」 記事広告のメリット Advertorial Merits (vs. standalone ads)

- Total Licensing媒体の信頼性を借りることができる
Advertiser utilizes the trustworthiness of Total Licensing media brand
- ブランド作りに優れる
An excellent platform for brand-building
- より深い理解を得られることができる
Readers can obtain a deeper understanding of your brand
- 一般広告よりも読者から注目される率が高い
Easier to grab readers attention as they are more likely to read the accompanying article
- 伝いたいことをより良い伝える方法
A better method for advertisers to curate and deliver their message
- 一般広告よりもパッケージものは費用対効果が高い
Cost benefit from an advertorial are better.



「Advertorial」 記事広告のパッケージタイプ (一例) Package Example

内容①
見開き(2ページ)
A4全面カラー

(1) A4 full colour double page spread



内容②
1ページ分の記事
(2) 1 page editorial feature



内容③
毎週メールニュースの
トップバナー広告
(3) Top banner ad in
weekly email news

JAPAN PAVILION E155&E165

10th Anniversary
REBECCA BONBON
CROWN CREATIVE (E155)
sakakibara@cfg.co.jp

PAC-MAN
BANDAI NAMCO ENTERTAINMENT (E155)
intl.licensing@bandainamcoent.co.jp

TopuTopu the Panda
FUTABA (E165)
koketsu@futabang.co.jp

QUAN
QUAN (E165)
bensquan-inc.jp

ASTRO BOY
TEZUKA PRODUCTIONS (E155)
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フルーティー侍
HORIPRO (E155)
kawakami@horipro.net

GENCO
GENCO (E165)
udagawa@genco.co.jp

KAMI-ROBO
BUTTERFLY STROKE (E165)
info@btf.co.jp

LICENSING EXPO LAS VEGAS

Japan. Endless Discovery.

WWW.LICENSING.OR.JP

TOTAL LICENSING

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JAPAN PAVILION AT LICENSING EXPO E155 & E165

As a part of Bandai Namco Holdings Inc. (BNH) is a leading global publisher and developer of interactive content, including games for all major video game consoles, amusement machines (arcade products) and network platforms such as mobile and online. The company is known for creating, publishing and licensing many of the industry's top video game franchises such as Pac-Man, AC-Man, Tekken, Dark Souls, "Tales Of" series, Soulcalibur, God Eater, Idolmaster, and Galaga. Formerly known as Bandai Namco Games Inc., Bandai Namco Entertainment Inc. is only a powerhouse of content creation.

Butterfly-stroke Inc., a Tokyo-based advertising agency founded in 1999, branched into character licensing in 2003. Its design team has consistently set itself apart with the creation of highly-dynamic original characters, memorable storylines, and original artworks. The company represents the best of creative content through a wide-range of creative tools.

Crown Creative will showcase Rebecca Bonbon at Licensing International Expo 2015. Rebecca Bonbon is the creative creation of Yuko Shimizu who is the original creator of Hello Kitty. The easy and cute French building has been travelling around the world for a decade - from Japan to Europe, North America, South America, Middle East and Asia through merchandising. The key licensing categories are beauty products, back to school, apparel and accessories. Rebecca Bonbon will celebrate its 10th anniversary in November 2015 with a new look featuring an artistic and trendy collection in keeping with the fashion-influenced lifestyle brand. As a part of its 10th anniversary, Yuko will hold a signing session at 1pm on Wednesday 10 June at the Rebecca Bonbon Booth #E155.

Futaba will present Tapu Tapu the Panda. Tapu Tapu is a character that originated from Japanese New Year Cards. He is an energetic and optimistic boy who lives in the Land of Pandas. His heart is full of love and courage and he never gives up no matter how big the challenge. The official Tapu Tapu fan page can be seen at www.facebook.com/taputapupage.

Genco, Inc. is a Japanese anime production company that produced the original anime series "Sushi Nipin". Sushin is the ultimate food in Japan and Nipin is the ultimate warrior in Japan. The ultimate plus the ultimate equals Sushin Nipin! The anime can be seen on <http://www.sushinipin.com/>.

Genco is also working on a project for the "World Cup Series". The Omoharoi Nippon Video Award, currently developing the mobile game. **Horipro** is mainly engaged in talent management, production and management of visual content, music characters and theatre, while also conducting a wide range of different businesses. This year, Horipro is also launching Fruity Samurai! Fruity Samurai is based on the legendary Samurai that mastered the art of sword and souls to the limit. The Samurais train day-by-day and night-by-night with the aim of becoming the greatest Samurai. Two souls battle against each other and the smell of blood and fruit flows through the battlefield!

Quan Inc. is a smartphone content provider, creating apps, games, and stickers for various platforms around the world. The company is a leader in original digital stickers for messenger applications, with more than 400 million sticker downloads globally. Although Quan's characters primarily gained popularity in Asia, Business Fish has acquired a following in the West following its release on major American SNS platforms. Website: <http://quan-inc.jp/>

Tezuka report that Australian studio, **Animal Logic** Entertainment has announced that it has reached an agreement with Tezuka for a live-action Astro Boy movie. To date, **Animal Logic** Entertainment has produced Happy Feet, The LEGO Movie and other popular works. According to the release, the studio aims to make a real super hero movie that both kids and adults will enjoy. The movie will be the first live-action version of Astro Boy in 54 years.

From: **Total Licensing** subscriptions@totallicensing.com
 Subject: The Total Licensing Report, 28 May 2015
 Date: May 28, 2015 at 16:19
 To: mb@zenworks.jp

LICENSINGBOOK® PRESENT

TOTAL LICENSING REPORT

Licensing World Russia 15-17/09/2015

JAPAN PAVILION LICENSING EXPO LAS VEGAS 2015

HEADLINES AT A GLANCE

NORTH AMERICA
 Ann Sarnoff Named President, BBC Worldwide North America
 Paul Stanley, Eric Hight to Develop Royals & Bebe's Brand

ASIA
 BCTI to Manufacture Milky Toys

NORTH AMERICA
 Ann Sarnoff Named President, BBC Worldwide North America
 Herb Scannell will step down as president, BBC Worldwide North America, and Ann Sarnoff, currently COO, BBC Worldwide North America, has been promoted to the position. Scannell will turn over day-to-day operations to Sarnoff on August 1, but will remain with the company.

LICENSING EXPO 2015

The Japan Pavilion at Licensing Expo 2015, will feature a number of Japanese properties.

Here are the exhibitor highlights

For more information about the Japan Pavilion (E155 and E165) please contact:

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www.licensing.or.jp

EUROPE
 Cosmopolitan to Launch Cosmopolitan The Fragrance
 Export Launches Mimi Candy's World of Wonders in Alekto Magazine

CHINA
 China's Closest Aspects Metastar as exclusive UK licensing agent

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「Advertorial」 記事広告のパッケージタイプ (一例) Package Example

内容①

4C1P (1ページ)
A4全面カラー

(1) A4 full colour single page spread



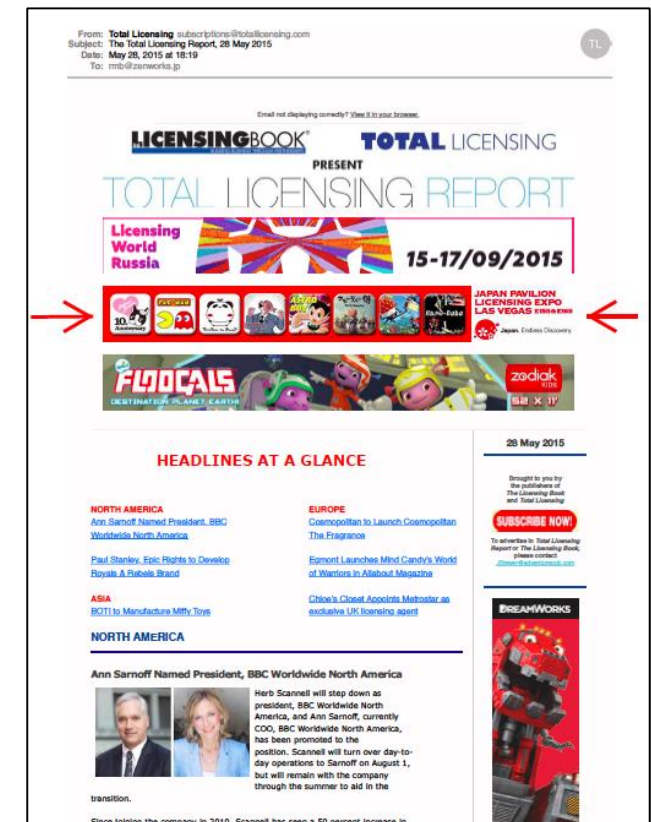
内容②

1ページ分の記事
(2) 1 page editorial feature



内容③

毎週メールニュースの
トップバナー広告
(3) Top banner ad in
weekly email news



通常料金より50%以上OFF → US\$1,850～ Over 50% from standard pricing → From US\$1,850

「Advertorial」 記事広告のパッケージ料金 Package Rates

通常料金より平均56.5%OFFの金額でご提供！
Package rates average 56.5% less than standard rates

パッケージタイプ Package Type	主媒体 Media & Edition	広告サイズ Ad Size	広告位置 Ad Positioning	記事 Editorial Feature	毎週メール ニュースのトップ バナー 広告 Weekly Email News Top Banner	通常料金合計 Standard Pricing	パッケージ 料金 Package Pricing
Aパッケージ Package A	TL1回掲載 春号、夏号、秋号、冬号の どちらか。 TL One Issue Either Spring, Summer, Autumn or Winter edition	見開き (2ページ) A4全面カラー A4 Colour Double Page	表2見開き Inside Front Cover and Page 3* BEST POSITION! *subject to availability	1ページ分の記事 1 Page Article	Licensing Expo またはBrand Licensing Expo 開始まで4回分 4 editions in the run up to Licensing Expo or Brand Licensing Expo	US\$9,270 (約¥1,053,500)	US\$4,000 (約¥455,000)
Bパッケージ Package B			表2の近いページ Near the Front GOOD POSITION!			US\$7,700 (約¥876,000)	US\$3,200 (約¥364,000)
Cパッケージ Package C		4C1P (1ページ) A4全面カラー A4 Colour Single Page	記事の 隣ページ Next to Editorial Feature			US\$4,050 (約¥461,000)	US\$1,850 (約¥210,000) GREAT VALUE!
Dパッケージ Package D	TL2回掲載 春号、夏号、秋号、冬号からの 2号分。	Bパッケージ X 2 B Package x 2	Bパッケージ X 2 B Package x 2 GOOD POSITION!	Bパッケージ X 2	Licensing Expo とBrand Licensing Europe開始まで 各4回分 4 editions each in run up to Licensing Expo and Brand Licensing Europe	US\$13,400 (約¥1,524,660)	US\$3,000 x 2 = US\$6,000 (約¥682,000) BEST VALUE!
Eパッケージ Package E		Cパッケージ X 2 C Package x 2	Cパッケージ X 2 C Package x 2	Cパッケージ X 2 C Package x 2		US\$8,100 (約¥922,000)	US\$1,650 x 2 = US\$3,300 (約¥375,000)

Editorial Calendar 2017 2017年編集カレンダー

(Content subject to change without notice / 内容は予告なしに、変更されることがありますのであらかじめご了承ください)

	Key Features 特集記事	Territory Spotlight 注目地域	Bonus Distribution 特別配布先	Deadlines 締め切り	Publication Dates 発行日
Spring 2017 2017年 春号	- Publishing 出版界 - Book Fair Previews 各ブックフェアレビュー - MIP TV Preview MIPTVレビュー - Licensed Animation テレビアニメーション - Live Events ライブイベント	France フランス Italy イタリア Australia オーストラリア (TL Australia)	- Kazachok Licensing Forum (France) カザコクライセンスングフォーラム(フランス) - Bologna Book Fair (Italy) ボローニャ子供ブックフェア(イタリア) - London Book Fair ロンドンブックフェア - MIP TV (France) (フランス) - Melbourne Toy Fair (Australia) メルボルントイフェア(オーストラリア)	Editorial: 22 Feb. 2017 記事原稿: 2017.2.22 Ad Materials: 25 Feb. 2017 広告入稿: 2017.2.25	Digital Edition: 8 Mar. 2017 デジタル版発行日: 2017.3.8 Print Edition: 12 Mar. 2017 印刷版発行日: 2017.3.12
Summer 2016 2017年 夏号	- Licensing Expo Preview ライセンシング・エキスポレビュー - Spotlight on Retail 小売市場の最前線 - TV & Radio テレビとラジオライセンス - Future of Licensing Roundtable ライセンス将来を考える - Japan Feature (tentative) 日本ライセンス市場情報(未確定)	USA アメリカ Latin America 中南米 Japan 日本 South Korea 韓国	- Licensing Expo (Las Vegas) ライセンシング・エキスポ(ラスベガス) - ACE Fair (Gwangju, South Korea) エースフェア(韓国、光州) - Autumn Gift Fair (UK) イギリス秋ギフトショー	Editorial: 12 Apr. 2017 記事原稿: 2017.4.12 Ad Materials: 21 Apr. 2017 広告入稿: 2017.4.21	Digital Edition: 8 May 2017 デジタル版発行日: 2017.5.8 Print Edition: 13 May 2017 印刷版発行日: 2017.5.13

Editorial Calendar 2017 2017年編集カレンダー

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	Key Features 特集記事	Territory Spotlight 注目地域	Bonus Distribution 特別配布先	Deadlines 締め切り	Publication Dates 発行日
Autumn 2017 2017年 秋号	- Brand Licensing Europe ブランドライセンシングヨーロッパ ビュー - Retro ノスタルジア(レトロ)ライセンシング - Technology & Licensing 技術とのライセンス - MIPCOM/MIP Junior プレビュー	UK (TLUK) イギリス(TLUK) Spain/Portugal スペイン・ポルトガル China 中国 Hong Kong 香港 India インド	- Brand Licensing Europe ブランドライセンシングヨーロッ パ - MIPCOM/MIP Junior (France/フ ランス) - Licensing Market Germany ライセンシングマーケット(ドイ ツ) - China Licensing Show 中国ライセンシングショー - Hong Kong Licensing Show 香港ライセンシングショー	Editorial: 19 Aug. 2017 記事原稿: 2017.8.19 Ad Materials: 5 Sept. 2017 広告入稿: 2017.9.5	Digital Edition: 1 Oct. 2017 デジタル版発行日: 2017.10.1 Print Edition: 6 Oct. 2017 印刷版発行日: 2017.10.6
Winter 2017 2017年 冬号	- Toy Licensing おもちゃライセンシング 2018 Movies 2018年映画ライセンシング - Video Games ビデオゲームライセンシング - Licensed Collectibles コレクター用ライセンス商品 - Kidscreen Summit キッズスクリーン(国際アニメーションカン ファレンス)プレビュー	Middle East 中東 Germany ドイツ Nordics 北欧諸国 Canada カナダ	- Kidscreen Summit(米国) - American Toy Fair ニューヨークトイフェア - British Toy & Hobby Fair イギリストイ&ホビーフェア - Nuremberg Toy Fair ニュルンベルクトイフェア - UK Spring Gift Fair イギリス春ギフトショー - Licensing World Russia ライセンシングワールドロシア	Editorial: 5 Dec. 2017 記事原稿: 2017.12.5 Ad Materials: 5 Jan. 2018 広告入稿: 2018.1.5	Digital Edition: 19 Jan. 2018 デジタル版発行日: 2018.1.19 Print Edition: 20 Jan. 2018 印刷版発行日: 2018.1.20

日本コンテンツの広告主が多い Many Japan Content Advertisers

Japanese Character & Fashion Brands Available for Licensing



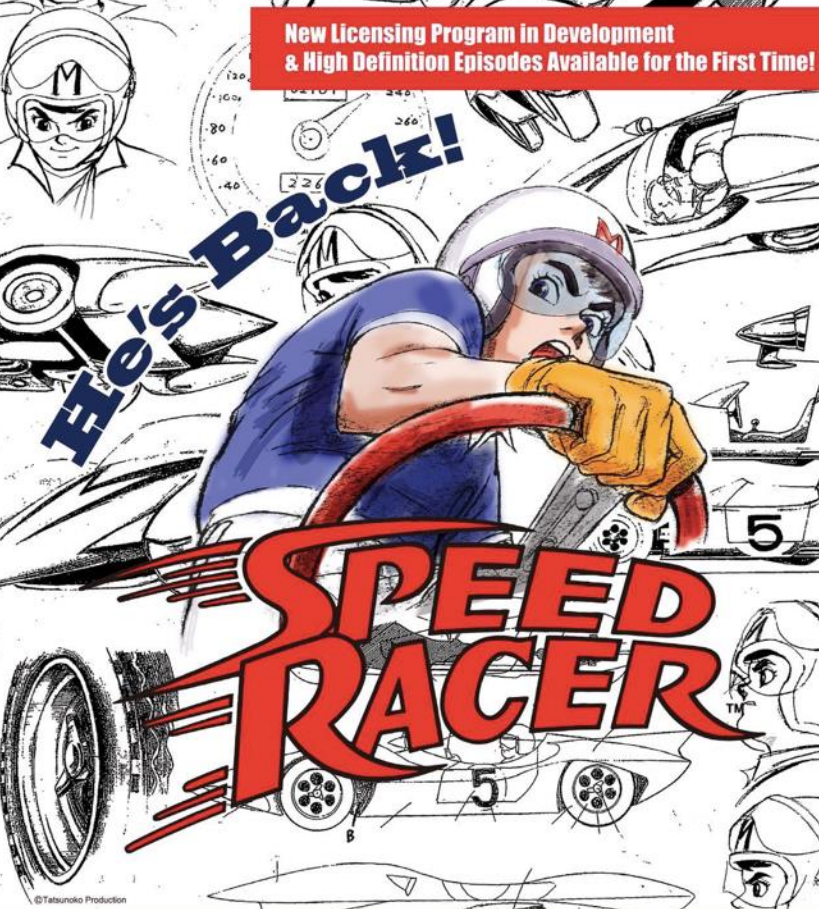
ASTRO BOY
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Yuniko Fukazawa / yuniko_fukazawa@tezuka.co.jp
http://tezukaosamu.net/en/



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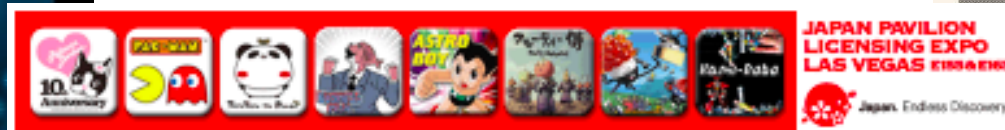


VISIT US AT LICENSING EXPO, BOOTH S171

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日本コンテンツを注目記事 Articles Featuring Japanese Content

TOTAL LICENSING

AN INTERVIEW WITH TERRY ITOH

Total Licensing was able to catch up with renowned Japanese television director Terry Itoh and asked him to tell us about his creation, Nanity 70 ♥ and how it was inspired by the Tokyo fashion scene.

Total Licensing: Nanity 70 is the symbol of Tokyo fashion. How would you describe Tokyo fashion for those who have not been here before?

Terry Itoh: "People stay true to their instincts!! What is great about it is that people always make an effort to be alluring. Perennial themes are vibrant colors and sexiness."

Total Licensing: What is different about Japanese girls' fashion from the fashion of other countries?

Terry Itoh: "Japanese women want to stay little girls forever!! They feel that they can't quite become adults, sort of like the female version of the Peter Pan Syndrome."

Total Licensing: What reactions have people had to the character so far?

Terry Itoh: "The reaction has been spectacular. Men and women of all ages have been won over by Nanity."

Total Licensing: Which of the Nanity products have you in particular liked so far?

Terry Itoh: "I like the hard-looking leather jacket with an adorable Nanity on it. I really enjoy the disconnect between the cuteness and hardness."

Total Licensing: How has the product development process been for you so far?

Terry Itoh: "We consciously try to develop things that men will like. These items are well received among women as well."

Total Licensing: What do you think is the secret of Nanity's success?

Terry Itoh: "I think that the eyes of Nanity are the most important feature."

Total Licensing: How do you imagine Nanity might be localised in various countries?

Terry Itoh: "We will think up items that will suit people in Europe, China and each and every country."

Total Licensing: What are Nanity's strong points and weak points?

Terry Itoh: "Nanity's strong point is that when you are with Nanity you feel happy. She has no weak points."



159

TOTAL LICENSING



Sunrights Inc. is a NY-based total rights management company founded recently by the trading conglomerate Mitsubishi Corporation. Sunrights is headed up by former d-rights Managing Director and founder Hiroya Nishimura, and will manage properties for Tokyo's d-rights Inc. in North America and Europe. This will include assisting in the management of the Beyblade franchise with the current agent Nelvana Ltd.

Sunrights is also charged with sourcing and managing other new third-party properties across a much broader field. It will look to develop original content for both a North American and European audience, and already there are several properties in the pipeline.

The team will also seek new future co-production partners. "We are looking for all types of product and are not limited to boys' action animation or even animation," says Sunrights president Hiroya Nishimura. "We will be creating and distributing all types of programming including content for both girls and preschoolers."

Sunrights will also be aggressive in the creation of new business models in various consumer related markets

such as food, apparel, online services etc., and in the integration and expansion of their business through Mitsubishi's global network and their intellectual properties.

Nishimura has more than 20 years of experience in both animation and character licensing. He produced the first Beyblade franchise and held the role of EVP of Geneon Entertainment, in which d-rights had a stake. He is currently building a team that will

rights' joint website, bdamanbattles.com, as well as through a free B-DAMAN CROSSFIRE mobile application. Though Japan is outside of the coverage area, the website is available by visiting bdamanbattles.com and the free APP can be downloaded from both the Apple App Store as well as Google Play Store.

To utilize the service, customers may use the B-DAMAN mobile app to scan the special "Aztec Code" on the B-Daman figure toys or enter the numeric code included on the included collector card at bdamanbattles.com. The codes unlock various items that can be used in the online and mobile app game.

Hasbro and Sunrights plan to develop other character goods in addition to these coded toys. When this happens even more consumers are expected to access the website and mobile app, further increasing promotion.

For more information, please contact:

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President
SUNRIGHTS INC.
(1) 212-605-3491
hiroya.nishimura@sunrights-inc.com

About B-DAMAN CROSSFIRE
The B-DAMAN animated series is based on a toy line that Tomy Company, Ltd. has been producing since 1993. Up to now, six series have been made and shown in over 30 countries. B-DAMAN CROSSFIRE (Cross Fight B-Daman in Japan) is the newest series.

- 26, 30 minute episodes.
- Target audience: 6 - 11 year old boys
- Production Studio: Synergy SP
- Website (Americas & Europe)
www.bdamanbattles.com
- Facebook page (Americas & Europe)
www.facebook.com/bdamanbattles



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64



Inbound Tourism - a boon to the Japanese Licensing Industry

by Kaori Taniguchi,
General Manager,
LIMA Japan

Ever since hitting rock bottom in 2014, the Japanese economy has been slowly trending towards improvement, but as wage increases have not kept pace with the rise in consumer prices, the fact is that real incomes have diminished, and so the situation is that consumption cannot be said to have increased. Despite this environment, we'll be introducing some positive aspects regarding the licensing industry.

An Upsurge in Foreign Tourists is making Japanese retailers happy

In 2014, the number of foreign visitors to Japan was 13.4 million, an increase of just under 30% from the previous year, surpassing the previous record of 10.4 million visitors in 2013 by 3 million.

Major factors can be said to include a substantial easing in visa restrictions, expansion of the duty-free sales tax system, economic growth in the Asian region which brought with it a rise in demand for overseas travel, and the

continuing weakening of the Japanese yen which has created the sense of Japan being a value-for-money travel destination.

The largest numbers of visitors to Japan came from South Korea, followed by China, Taiwan, Hong Kong, and Thailand, each of which set new records. Among the top numbers held by Asian countries, the number of visitors from China increased an astounding 83.3% from the previous year.

Furthermore, in 2014 2.03 trillion yen (US\$ 19.2 billion) was spent on tourism, of which shopping accounted for 714 billion yen (US\$ 6.7 billion). In terms of products, expensive items such as cosmetics sold very well. Also, "Made in Japan" products garnered much attention as licensed goods featuring characters, prominent anime and brands were popular. At the main Harajuku, Tokyo branch of Kiddyland, a chain store specializing in toys and miscellaneous goods, and which is famous for its large selection of character goods, purchases by foreign customers made up 40% of total store sales.

1,387,000 foreign tourists visited Japan in February 2015 alone, an increase of 57.6% from the previous year, a number which posted a new monthly record throughout the



89

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- 全世界のライセンシング産業のための独立系ライセンスビジネス情報誌です。
- 年4回発行されている印刷版とデジタル版の定期刊行です。
- 103ヶ国・8万人の読者と30ヶ国の広告主のビジネスをサポートしています。
- 印刷版は世界各国の関連ライセンスのトレードフェアなどで配布されています。
- 週刊ニュースレター **Total Licensing Report** を配信しています。

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