

The only marketing & consulting company in Japan specializes in character & licensing business.

CHARACTER DATABANK, Ltd. Business prospectus

Corporate profile

Name CHARACTER DATABANK, Ltd.

Date of foundation July 2000

Address Kawamura bldg. 3F, 5-10-6, Shinbashi,
Minato-ku, Tokyo 105-0004

Capital 34,000,000 yen

Representative Kazuo Rikukawa

Employee number 7

Tel 81(3)-5776-2061 Fax 81(3)-5776-2062

Corporate philosophy

The character made in Japan is revered around the world for its unique value. Recently, various companies and local governments create one's own characters and many companies are using characters for their products and sales promotions in a wide range of industries, as we say "Character Business".

We are the only marketing & consulting company in Japan specializes in character & licensing business. We provide useful information and offer various business solution to both companies and consumers. We think it help further growth of licensing industry.

We will continue to conduct various business activities to boost the character business industry and to be Japan's Character business as one of the worldwide business model.

BUSINESS FOCUS

Media operation

- Website produce and operation
 - Produce and operation of 「CharaBiz.Com」 and other character website.
- Publication design and produce
 - Design & produce 『CharaBiz DATA』
『CharaBiz YellowPage』 and other information packet.s.
- Design & produce 「K L」,
giveaway magazine for character business



「CharaBiz Membership」

- Character Licensing Business Total Support for membership system

Marketing Research

- Consumer research for various characters and contents
- Character industry and market research
 - research for specific company
 - research for multiclient
 - self-planning research

Consulting Business

- Business Support
 - Strategic business planning
 - Character development
 - Business Matching
- Human resource development
 - Plan and manage various seminar/workshop
 - Manage 「CharaBiz School」 and the training for companies
 - Lecture circuit