

Mitsubishi UFJ Financial Group, Inc. (MUFG)
MUFG Bank, Ltd.
Mitsubishi UFJ Trust and Banking Corporation
Kodansha Ltd.
CREDEUS Inc.

MUFG, Kodansha and CREDEUS Launch Japan Creative Works No. 1 Investment LP, a New Partnership Fusing Finance and Entertainment

Tokyo, June 3rd, 2025 --- Mitsubishi UFJ Financial Group, Inc., its consolidated subsidiaries MUFG Bank, Ltd. (“MUFG Bank”), and Mitsubishi UFJ Trust and Banking Corporation (“Mitsubishi UFJ Trust and Banking”), Kodansha Ltd. (“Kodansha”) and CREDEUS Inc., (“CREDEUS”) announced today that they have launched a new initiative for creating Japanese entertainment (“entertainment”) titles.

This initiative is the first of its kind in Japan to bring together financial and Japanese entertainment companies. It aims to create a new way of raising funds for the creation of entertainment titles that are the pride of Japan, and to deliver high-quality entertainment produced by talented Japanese creators to fans around the world. Through this initiative, we aim to become an option for creating new works that enables the Japanese entertainment industry to advance into the future.

Background

Japanese entertainment titles have fans all over the world, with overseas sales in 2023 estimated to have expanded 128% from the previous year to 5,776.9 billion yen (according to a survey by Human Media Inc.). This achievement is the result of the many years of work by Japanese creators, and it is said to be an investment genre of great interest to foreign sovereign wealth funds.

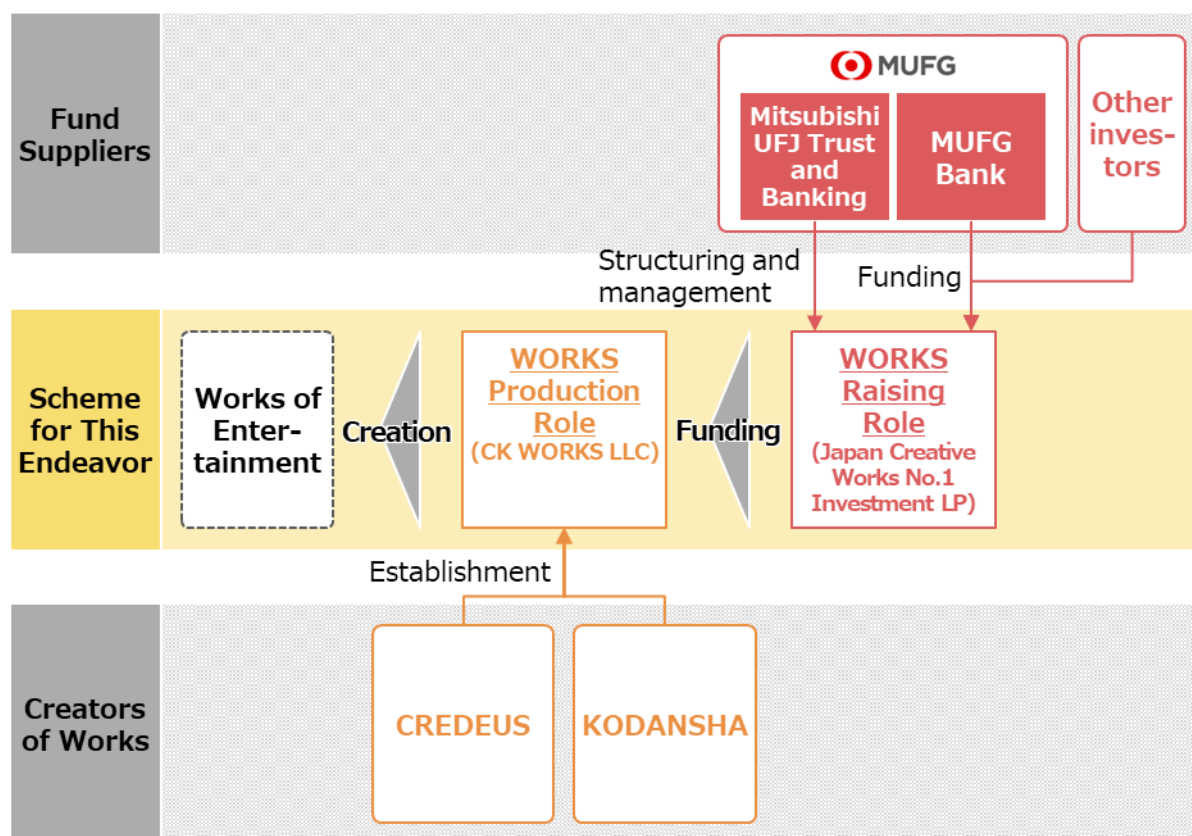
On the other hand, in our digital society, there is borderless competition that transcends national boundaries across industries, including the entertainment industry. Overseas, entertainment companies receiving massive funding from national governments and major corporations are rapidly emerging. In addition to conventional approaches, new funding methods and business models are needed for their productions to be able to compete with Japanese ones. Entertainment is a promising industry in which Japan has a strong global presence. To survive global competition, it is important to establish new alliances that transcend industry boundaries.

Outline of the initiative

MUFG, Kodansha, and CREDEUS aim to build a system and business model for creating new entertainment titles by leveraging their respective strengths.

In this initiative, WORKS Production Role (CK WORKS, a limited liability company established by Kodansha and CREDEUS) will play the role of creating world-class titles, and WORKS Raising Role (Japan Creative Works No. 1 Investment LP organized and managed by MUFG's Mitsubishi UFJ Trust and Banking with MUFG Bank among its investors) will raise and provide funds for the creation of entertainment titles.

Outline of the initiative



Features of the initiative

The initiative's WORKS Raising Role is characterized by all funding being provided for theatrical live-action film series based on works published by Kodansha, with transparent management of production funds through a GK-TK scheme (an investment scheme combining a limited liability company and a silent partnership).

Meanwhile, the WORKS Production Role will make it possible to secure substantial funding from the start of production on the first film in a series, enabling even projects that require a large production budget to be produced smoothly, limiting gaps between films to deliver them to fans while their enthusiasm is hot. We are also planning to set up a reward system for successful creators.

This initiative is unprecedented for both the financial and entertainment industries in scale and the scheme used. It was realized through collaboration among MUFG's subsidiaries MUFG Bank and Mitsubishi UFJ Trust and Banking, Kodansha, and

CREDEUS, with a common objective. By combining finance and entertainment, we aim to create new value.

Comments from each company

Hironori Kamezawa, President & Group CEO, MUFG

“MUFG’s purpose is ‘Committed to empowering a brighter future,’ and we are working to realize this goal by leveraging our extensive network and diverse solutions to maximize our ability to connect.

“Japan’s entertainment industry has created content such as manga, films and games, and thanks to a unique ecosystem where each title cascades higher value to others, has a strong competitive advantage . As a result, it is anticipated that it will grow into an industry with a global following and be a driver of the Japanese economy in the future.

“MUFG will undertake this new opportunity with the aim of providing new value beyond the framework of finance, and will contribute to the Japanese entertainment industry’s next leap by allowing talented creators to continuously create attractive content to empower a brighter future.”

Yoshinobu Noma, President, Kodansha

“With our corporate philosophy of ‘Inspire Impossible Stories,’ Kodansha believes in the power of stories that transcend time and borders, and has worked alongside all kinds of creators. Our mission is to inspire discovery and creativity, and to deliver the best possible stories to people around the world.

“This initiative, with the cooperation of creators, brings together the strengths of the finance and entertainment fields, and I believe it can be a means to survive competition with overseas works that boast large production budgets.

“Kodansha will continue to undertake new initiatives and pave the way for the future of the content industry.”

Shinzo Matsushashi, CEO, CREDEUS

“Japan’s story telling culture is one of the greatest in the world. Creative manga and anime have fans all over the world, and the Japanese spirit can be found in the beautiful language and storytelling throughout novels and live-action images.

“Globalization has provided dramatic benefits to the entertainment world, as films from all over the world have become accessible to everyone, anytime. This has had a huge impact on creators in Japan, and top creators in other countries have also been inspired by Japanese content to create new works.

“As a production company, we at CREDEUS have a responsibility to be the recipients of this chain of creative chemical reactions that is proceeding at an impressive rate.

“Hollywood and South Korea are spending huge amounts of money to pursue the latest video technology and produce a succession of high-quality titles. However, if Japanese production budgets remain low because of market size, it will be left behind. Believing that creating a good Japanese story will see it accepted by the world, I have taken on the challenge of creating large-scale series such as Kingdom, Golden Kamuy and The Silent Service. I have had excellent production partners for these films, but have always struggled with funding and the approval process for my next project.

“I believe this initiative will breathe new life into the Japanese entertainment industry. I hope that the titles it creates will reach the world, and that the creators who made them will be respected. I hope that the Japanese video production industry will prosper, and that it will become a major source of income for the country we can pass down to our children. I am very excited to take this big step with our new partners.”

Overview of Mitsubishi UFJ Financial Group

Company name	Mitsubishi UFJ Financial Group, Inc.
Representative	Hironori Kamezawa, President & Group CEO
Date of establishment	April 2001
Address	1-4-5 Marunouchi, Chiyoda-ku, Tokyo
Capital	2,141.5 billion yen
Website	https://www.mufig.jp/

Overview of MUFG Bank

Company name	MUFG Bank, Ltd.
Representative	Junichi Hanzawa, President & CEO
Date of establishment	August 1919
Address	1-4-5 Marunouchi, Chiyoda-ku, Tokyo
Capital	1,711.9 billion yen
Website	https://www.bk.mufig.jp/

Overview of Mitsubishi UFJ Trust and Banking

Company name	Mitsubishi UFJ Trust and Banking Corporation
Representative	Hiroshi Kubota, President & CEO
Date of establishment	March 1927
Address	1-4-5 Marunouchi, Chiyoda-ku, Tokyo
Capital	324.2 billion yen
Website	https://www.tr.mufig.jp/

Outline of Kodansha

Company name	Kodansha Ltd.
Representative	Yoshinobu Noma, President
Date of establishment	November 1909
Address	2-12-21 Otowa, Bunkyo-ku, Tokyo
Capital	300 million yen
Website	https://www.kodansha.co.jp/

Overview of CREDEUS

Company name	CREDEUS Inc.
Representative	Shinzo Matsushashi, CEO
Date of establishment	September 2021 (Established as a spin-off company)
Address	CREDEUS Bldg. 1, 2-16-29 Ohashi, Meguro-ku, Tokyo
Capital	10 million yen
Website	https://www.credeus.com/

CREDEUS productions

(Domestic box office ranking of live-action movies)

Year released	Title	Box office	Annual ranking (live action films)
2024	Kingdom 4: Return of the Great General	8.03 billion yen	1st
2023	Kingdom 3: The Flame of Destiny	5.6 billion yen	2nd
2022	Kingdom 2: Far and Away	5.16 billion yen	1st
2021	New Interpretation of Sangokushi	4.03 billion yen	4th
2020	From Today, It's My Turn: The Movie	5.37 billion yen	1st
2019	Kingdom	5.73 billion yen	1st
2018	Gintama 2: Rules are Made to be Broken	3.7 billion yen	3rd
2017	Gintama	3.84 billion yen	1st

*Source: Motion Picture Producers Association of Japan

Overview of Japan Creative Works No. 1 Investment LP

Name	Japan Creative Works No. 1 Investment Business Limited Partnership
Manager	Mitsubishi UFJ Trust and Banking Corporation
Investment target	Equity interest in CK WORKS, a limited liability company, for the production of certain live-action theatrical films (series) based on works published by Kodansha
Fund size	Undisclosed
Fund period	Approx. 6 years and 10 months (maximum 4 years extension)
Limited partner	MUFG Bank (approx. 6.6 billion yen) and other investors

Mitsubishi UFJ Trust and Banking, an affiliate of Japanese megabank MUFG, will manage the fund. MUFG Bank will also invest in the fund. Financial institutions, video production companies, authors, and publishers will work together to design the fund, aiming to compensate film producers and provide returns to investors. MUFG will also invite active creators to serve as advisors,¹ making use of their knowledge of the entertainment business that conventional financial institutions do not possess.

This aims to enable investors to expect returns comparable to existing alternative investment assets, such as real estate and private equity, for entertainment titles whose success is usually difficult to judge, while the use of film production funds through a GK-TK scheme also enables transparent investment management.

1: Invited Tatsuki Watanabe, President of Made in Heaven Co., Ltd., as an advisor. He joined Enix Corporation (currently Square Enix) in 1999. As a game producer, he was in charge of the Dragon Quest series. In 2011, he joined DeNA Co., Ltd., where he served as Executive Officer and General Manager of the Game Division. Currently, he works independently as President of Made in Heaven Co., Ltd., developing games and producing films. His most recent works include the screenplay for the Netflix original drama Alice in Wonderland.

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