

MUFG Bank, Ltd.

MUFG Bank Selected for Ministry of Economy, Trade and Industry's Content Industry Growth Investment Support Project: Research Project for Improving the Fundraising Environment

Tokyo, March 31, 2026 --- MUFG Bank, Ltd. (MUFG Bank) today announced that it has been selected as a participating entity for the Ministry of Economy, Trade and Industry's FY2025 Supplementary Budget Content Industry Growth Investment Support Project (Research Project for Improving the Fundraising Environment) ("this Project").

1. Background and purpose

The content industry is expected to grow globally over the medium- to long-term. Overseas sales of Japanese content reached approximately 6 trillion yen in 2024, second only to the automotive industry in scale. The Japanese government has designated the content industry as one of its 17 strategic industries and has set a target of expanding sales to 20 trillion yen by 2033.

However, offerings representative of the content industry—such as live-action films and animation—require a substantial amount of capital to plan and produce, especially large-scale works that hope to succeed overseas. As debt financing is uncommon in the Japanese content industry, projects tend to have smaller production budgets compared to other markets.

This Project aims to establish a film financing infrastructure to support the production of large-scale works.

2. Measures within this Project

Drawing on examples from other markets, we will design models for obtaining valuation and completion guarantees—which are needed to secure loans for the production of live-action films and animation—tailored to the Japanese content industry. Specifically, we will collect data based on actual Japanese and international live-action film and animation cases, create multiple models for valuation and completion guarantees, and then verify the optimal model¹. We will also conduct practical demonstrations of the entire process, from loan application acceptance through screening, notification of results, and drafting of contract proposals, with a view to practical implementation.

¹ This Project aims to verify the feasibility and methodologies of valuation systems and completion guarantees in Japan; it does not constitute a commitment to provide such services.

To advance this initiative we will collaborate with GEM Partners Inc., Tokio Marine & Nichido Fire Insurance Co., Ltd., Film Solutions Co., Ltd., and Mitsubishi UFJ Research and Consulting Co., Ltd. as experts in various content industry-related fields. By working closely with each of these organizations, we will aim to facilitate widespread adoption of the valuation and completion guarantee models designed through this Project.

Starting with the film sector, we believe the Japanese content industry needs multiple financing options to be able to produce large-scale works that hope to succeed overseas. Through this Project, MUFG Bank will contribute to the sustainable growth of the content industry, which is expected to become one of the new driving forces of Japan's economy.

About GEM Partners

Name	GEM Partners Inc.
Representative	Aya Umezu, CEO
Head office	Minami Aoyama 3-1-31 KD Minamiaoyama Building, Minato-ku, Tokyo
Website	https://www.gempartners.com/en/

About Tokio Marine & Nichido Fire Insurance

Name	Tokio Marine & Nichido Fire Insurance Co., Ltd.
Representative	Hiroaki Shirota, President
Head office	2-6-4 Otemachi, Chiyoda-ku, Tokyo
Website	https://www.tokiomarine-nichido.co.jp/en/

About Film Solutions

Name	Film Solutions Co., Ltd.
Representative	Junko Kusunoki, Representative Director and President
Head office	20 Sky Building #304, 5-4-9 Sendagaya, Shibuya-ku, Tokyo
Website	https://film-solutions.jp/en/

About Mitsubishi UFJ Research and Consulting

Name	Mitsubishi UFJ Research and Consulting Co., Ltd.
Representative	Masakazu Ikeda, President
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Website	https://www.murc.jp/english/

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About MUFG Bank

MUFG Bank, Ltd. is Japan's premier bank, with a global network spanning around 40 countries. Outside of Japan, the bank offers an extensive scope of commercial and investment banking products and services to businesses, governments and individuals worldwide. MUFG Bank's parent, Mitsubishi UFJ Financial Group, Inc. (MUFG) is one of the world's leading financial groups. Headquartered in Tokyo and with over 360 years of history, MUFG has a global network with approximately 2,000 locations in more than 40 countries. The Group has about 150,000 employees and offers services including commercial banking, trust banking, securities, credit cards, consumer finance, asset management, and leasing. The Group aims to "be the world's most trusted financial group" through close collaboration among our operating companies and flexibly respond to all of the financial needs of our customers, serving society, and fostering shared and sustainable growth for a better world. MUFG's shares trade on the Tokyo, Nagoya, and New York stock exchanges. For more information, visit <https://www.mufg.jp/english>.