MUFG Bank, Ltd. (MUFG Bank)

MUFG Bank Launches Proof of Concept for Entertainment Content Banking Ancillary Company

Tokyo, August 14, 2026 --- MUFG Bank, Ltd. ("MUFG Bank") today announced the launch of a proof of concept (PoC) to commercialize a business that will support Japanese creators and studios engaged in producing entertainment content to expand into overseas markets.

The PoC represents MUFG Bank's first initiative in preparation to establish a banking ancillary company under the Comprehensive Guidelines for Supervision of Major Banks issued by the Financial Services Agency of Japan.

As previously announced, MUFG Bank has established and invested in a fund designed to expand financing options for the creation of large-scale, globally competitive entertainment originating from Japan. Building on that initiative, this PoC represents the next phase of MUFG Bank's strategy to explore sustainable approaches that enable outstanding Japanese entertainment to reach international audiences on an ongoing basis.

As a first step, MUFG Bank will launch and operate a video media program tailored to overseas audiences. This will enhance the global recognition and brand value of Japanese creative works, and the creators and studios behind them, while fostering passionate fan communities around the world.

The program will highlight Japanese creators and studios, with content translated and dubbed into local languages before being distributed globally via YouTube. Through this initiative, MUFG Bank aims to directly deliver the passion, vision, and creativity that drive Japan's talented creators and studios to overseas audiences.

In preparation for future commercialization, the PoC will also be used to verify various operational and regulatory requirements consistent with the objectives and framework governing banking ancillary companies. Further details will be announced as appropriate.

MUFG Bank is undertaking this initiative as a new challenge aimed at delivering value beyond finance and will contribute to the further development of Japan's entertainment industry.

Platforms	YouTube, TikTok, Instagram
Name	Japan Creative Works™
Launch Date	August 14, 2026

Countries/Regions (at Launch)	YouTube: Worldwide (including Japan) TikTok: Thailand, Indonesia Instagram: Thailand, Indonesia
URL	YouTube: https://www.youtube.com/@JapanCreativeWorks

[1] https://www.fsa.go.jp/common/law/guide/city/05.html

[2] Previously announced on June 3, 2025: Establishment of Japan Creative Works No.1 Investment Limited Partnership and a New Strategic Partnership Combining Finance and Entertainment.
https://www.bk.mufg.jp/global/newsroom/news2025/pdf/newse0603.pdf

[3] This initiative is not intended to establish a media business or generate revenue from media operations.

[4] Distribution on YouTube is subject to YouTube's platform specifications. Although the video media program is primarily intended for overseas markets, the content will also be made available in Japan. Content will be released in Japan first, beginning August 14.

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About MUFG Bank

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 clients, 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.