

November 10, 2025

Company name: Ateam Holdings Co., Ltd.

Representative: Takao Hayashi, President

(Code Number: 3662)

Contact: Mayuko Morishita, Corporate Officer, General Manager of Corporate Development Division
(Tel: +81-52-747-5573)

Sanrio Co., Ltd. and Ateam Entertainment Inc. **Announce a Jointly Developed Title**

Ateam Entertainment Inc. (hereinafter "Ateam Entertainment"), a subsidiary of our company, is pleased to announce more details about our game being co-developed with Sanrio Co., Ltd. This title was first announced in our "Notice Regarding Agreement to Jointly Develop a New Game by Sanrio Company, Ltd. and Ateam Entertainment Inc." press release on May 8, 2025.

1. Details about the New Game

Ateam Entertainment is currently developing a new game in collaboration with Sanrio Co., Ltd. (headquarters: Shinagawa Ward, Tokyo; hereafter referred to as Sanrio) called "FRAGARIAMEMORIES Color of Wishes." "FRAGARIAMEMORIES Color of Wishes" is the first smartphone game in the "FRAGARIAMEMORIES" media mix project that features a chivalrous fantasy setting of story and music.



FRAGARIAMEMORIES: Color of Wishes teaser image
© 2025 SANRIO CO., LTD.

2. FRAGARIAMEMORIES

An authentic fantasy project presented across a variety of media by Sanrio.

■ Synopsis

"Please save this world!"

—— Hallritt embarks on an adventure to heed the call of Lord Hello Kitty.

A mysterious presence, SEEDS, threaten Fragaria World, a land full of innocence, love, and friendship.

In order to protect the Lords of the three continents —— Red, Blue, and Noir ——

the Knights of Fragaria have taken matters into their own hands.

An authentic fantasy story for a new generation presented by Sanrio

that depicts the chivalry of the Fragarian Knights as they strive to protect Hello Kitty and the others.



© 2025 SANRIO CO., LTD.

■ Official Website and Social Media

FRAGARIAMEMORIES official website:

<https://fragariamemories.sanrio.co.jp/en/>

FRAGARIAMEMORIES official X account:

https://x.com/fragaria_sanrio

FRAGARIAMEMORIES official YouTube channel:

<https://www.youtube.com/@FRAGARIAMEMORIES>

■ Characters

18 Knights of Fragaria are divided into three units called BOUQUET.

3. Future Plans

Details about the game will be disclosed as soon as they become available in 2026. Also, our company will inform the public about any impact this matter will have on our company's consolidated financial results when it becomes clear.

Our company will continue to operate with the philosophy of "To Be a Company Where All Can Achieve Happiness Together" and "To Be a Company that Continues 100 Years from Today", along with our Ateam Purpose of "Combining Creativity and Tech to Deliver More Convenience and More Fun to All," as we provide value to society with boundless creativity and high technical capabilities.

■Company Profile

Company Name: Ateam Holdings Co., Ltd.

Address: Dai Nagoya Building 32F, 28-12 Meieki 3-chome, Nakamura-ku, Nagoya, Aichi Prefecture

Representative: President and CEO Takao Hayashi

Established: February 29, 2000

Capital: 1,713 million yen (as of July 31, 2025)

Business Description: An IT company that provides various businesses. Mainly a "Media Solutions Business" that plans, develops, and operates various web services such as comparison sites, information media, and tools that are closely related to everyday life, as well as business support services related to digital customer acquisition support for corporations. An "Entertainment Business" that plans, develops, and operates games and tool applications in a variety of genres. Also a "D2C Business" that plans, develops, and operates D2C sites that handle multiple products.

URL: <https://www.a-tm.co.jp/en/>

*Company names and product names are trademarks or registered trademarks of their respective companies