

June 30, 2026

To whom it may concern

GungHo Online Entertainment, Inc

Battle Ninja Gum Action Game for Nintendo Switch™ “Ninjala”

Over 12 million downloads in the world



GungHo Online Entertainment, Inc. (Headquarters: Chiyoda-ku, Tokyo, Representative Director, President and CEO: Kazuya Sakai, hereinafter GungHo) today announced that the cumulative number of downloads of the battle ninja gum action game “Ninjala” has exceeded 12 million in the world.

“Ninjala” is a battle ninja gum action game where players can enjoy unique and everchanging action using an item called “ninja gum”, based on a world that combines ninjas with Japanese sword fight. Using height differences to their full advantage, players can enjoy free-roaming 3D action battles with various weapons in stages that allows for movement in all directions. By blowing up “ninja gum”, players can move at high speeds and make various attacks that change depending on weapons. “Ninjala” is a free-to-play game and anyone can download this game for free and enjoy battle royal with up to 8 players and 4vs4 team battle without signing up for “Nintendo Switch Online.”

The game is a title that exceeded 1 million cumulative downloads worldwide only 16 hours of its release. Even after the passage of 6 years since its release, it continues to be loved by many users around the world, and exceeded 12 million cumulative downloads worldwide on Friday, June 26, 2026.



We at GungHo will strive to create high-quality game contents that can be fully enjoyed by game users around the world and expand our business globally, under the philosophy of “pursuing business operations to take on challenges and create new products.”

【Basic Information】

Title : <Download ver.> Ninjala
: <Package ver.> Ninjala Game Card Package
Genre : Battle Ninja Gum Action
Platform : Nintendo Switch™
Release date : <Download ver.> Thursday, June 25, 2020
: <Package ver.> Wednesday, July 22, 2020
Number of players: 1-8 players (During online: 2-8 players / During offline: 1 player)
Price : <Download ver.> Free to Play
: <Package ver.> JPY 3,980 (tax included)
*Additional content and in-app purchases available
*Players can enjoy online matches without subscription to Nintendo Switch Online.
Rating : CERO: A
Supported languages: English, Japanese, French, Italian, German, Spanish,
Chinese (Traditional and Simplified), Korean
Official website : <https://ninjalathegame.com/en/>
Publisher : GungHo Online Entertainment, Inc.
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- * Nintendo Switch's logo and Nintendo Switch are trademarks of Nintendo Co., Ltd.
- * Details listed above are as of the date of announcement. Details are subject to change without notice.

【Corporate Overview of GungHo Online Entertainment, Inc.】

Company Name : GungHo Online Entertainment, Inc.
Address : Pacific Century Place Marunouchi, 1-11-1 Marunouchi, Chiyoda-ku, Tokyo
Representative Director, President and CEO : Kazuya Sakai
Paid-in capital : 5,338 million yen (as of March 31, 2026)
Established : July 1, 1998
URL : <https://www.gungho.co.jp/en/>

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