

AnyMind Group begins e-commerce enablement for FANY, a Yoshimoto Kogyo group company, through its AI-powered platforms

Comprehensive support includes e-commerce site development, customer support, logistics and inventory management, and data analytics through its BPaaS model

SINGAPORE - October 8, 2025 - [AnyMind Group](#) [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, has today announced that it will start e-commerce enablement for [FANY Inc.](#) (FANY), a subsidiary of YOSHIMOTO KOGYO HOLDINGS CO., LTD. AnyMind will provide its BPaaS offering to FANY, including AI-powered platforms and in-market operational support for e-commerce site development and customer service, logistics and inventory integration, and advanced data analytics.

FANY operates online businesses leveraging the intellectual property of its signed talent, including online ticket sales, merchandise, and fan club management. As the company seeks to strengthen its online presence further, it has identified a need to expand resources across multiple areas: advanced AI-driven data analytics, e-commerce site optimization, logistics and inventory integration with various platforms, and enhanced marketing initiatives.

As a result, FANY will work with AnyMind Group to leverage a range of solutions. The first is [AnyX](#), an e-commerce management platform that centralizes product and order information across multiple channels to improve operational efficiency, while also supporting the planning of advertising and marketing strategies based on sales data to enable data-driven e-commerce operations.

In addition, FANY will tap on [AnyLogi](#), AnyMind Group's global logistics platform, which offers end-to-end third-party logistics (3PL) services through system integration, covering everything from inventory management to distribution processing and delivery. When connected with AnyX, it enables seamless order data retrieval and product shipment, reducing backend workload and increasing operational speed.

Furthermore, [AnyChat](#), a conversational commerce platform, integrates with LINE, Instagram DM, Messenger, and other messaging platforms to manage messages centrally. It also enables targeted communication to customers who have purchased specific products or have been tagged within the system, along with AI-powered customer service agents to reduce operational load.

Looking ahead, AnyMind Group will further drive efficiency and digitalization in Japan's entertainment sector through AI, creating systems that maximize the appeal of talent and content. The company also aims to collaborate with its overseas offices to help FANY deliver its diverse entertainment IP to international fans. By leveraging AI in cross-border e-commerce and overseas promotional initiatives, the goal is to promote Japanese culture to the world through both online and offline channels.



Koichi Ryo, President, FANY, said: “Our partnership with AnyMind Group combines our fan base of approximately five million and the strengths of YOSHIMOTO KOGYO HOLDINGS’ talent and content with their expertise in e-commerce, data utilization, and marketing. We expect this to accelerate e-commerce sales growth, promote marketing data utilization, and expand multi-touchpoint development from talent IP merchandise to content. This strategic partnership is expected to expand revenues from our existing businesses, create new business opportunities, and maximize synergy for both companies.”

Shodai Fujita, Country Manager, Japan, AnyMind Group, said: “We are delighted to support FANY. Japanese entertainment content, including talent, manga, and anime, enjoys immense popularity overseas. By leveraging the data already in use and conducting more advanced and granular analysis through AI, we will help accelerate PDCA cycles and improve decision-making accuracy. Through our platforms and AI, we will continue to comprehensively support the delivery of Japan’s appeal to audiences both domestically and internationally.”

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About FANY

FANY Inc., a subsidiary of YOSHIMOTO KOGYO HOLDINGS CO., LTD., operates a wide range of platform businesses under the mission “Let’s share more fun together.” By leveraging diverse expressive media such as live performances, radio, manga, and drama, FANY provides a platform where undiscovered talents and their fans can create synergistic effects beyond genre boundaries. The company strives to create new value through the power of entertainment, expanding the realm of “fun.”

URL : <https://fany.lol>

About AnyMind Group

Founded in April 2016, AnyMind Group [TSE:5027] is a Business-Process-as-a-Service company for marketing, e-commerce and digital transformation. The company provides end-to-end offerings to brands and businesses, publishers and influencers for digital commerce, marketing, logistics, customer engagement, data and AI utilization, publisher monetization and creator monetization. AnyMind Group has over 2,000 staff across 24 offices in 15 markets, including Singapore, Thailand, Indonesia, Vietnam, Cambodia, Malaysia, the Philippines, Hong Kong, Taiwan, Mainland China, Japan, India, the United Arab Emirates, South Korea, and Saudi Arabia.

As of March 2025, the company serves over 1,000 enterprises for marketing, 178 enterprises for e-commerce, 1,827 publishers and 2,400 creators. More information is available on the company’s [investor disclosure site](#).

About BPaaS



Business-Process-as-a-Service (BPaaS) is a business model that merges and creates an additional layer of value on top of Software-as-a-Service or SaaS (software-centric) and Business Process Outsourcing or BPO (operations-centric), by providing greater flexibility and scalability to the entire business process lifecycle. Through BPaaS, enterprises can tap into agile and adaptive end-to-end process lifecycle management through a combination of technology and operations teams that leverage on local and regional best practices, for the designing, development, implementation, optimization, and automation across the business process.