

19<sup>th</sup> December, 2025  
TOHO Co.,Ltd.

## **Notice Regarding the Establishment of a European Regional Headquarters for IP Expansion in Europe**

–Agreement on Acquisition of Anime Ltd (UK) and  
Strategic Alliance with PLAION PICTURES (Germany) –

Toho Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; hereinafter "the Company") hereby announces that TOHO Global Inc. (Headquarters: Chiyoda-ku, Tokyo; hereinafter "TOHO Global"), the Company's consolidated subsidiary overseeing overseas business, has decided to establish a European regional headquarters in the United Kingdom within this year to serve as a core base for its European strategy.

Additionally, agreements have been reached to acquire all shares of Anime Limited (UK; hereinafter "Anime Ltd") from PLAION PICTURES GmbH (Headquarters: Munich, Germany; hereinafter "PLAION PICTURES") to make it a subsidiary of said European regional headquarters, and for TOHO Global and PLAION PICTURES to conclude a strategic alliance becoming preferred partners in Europe.

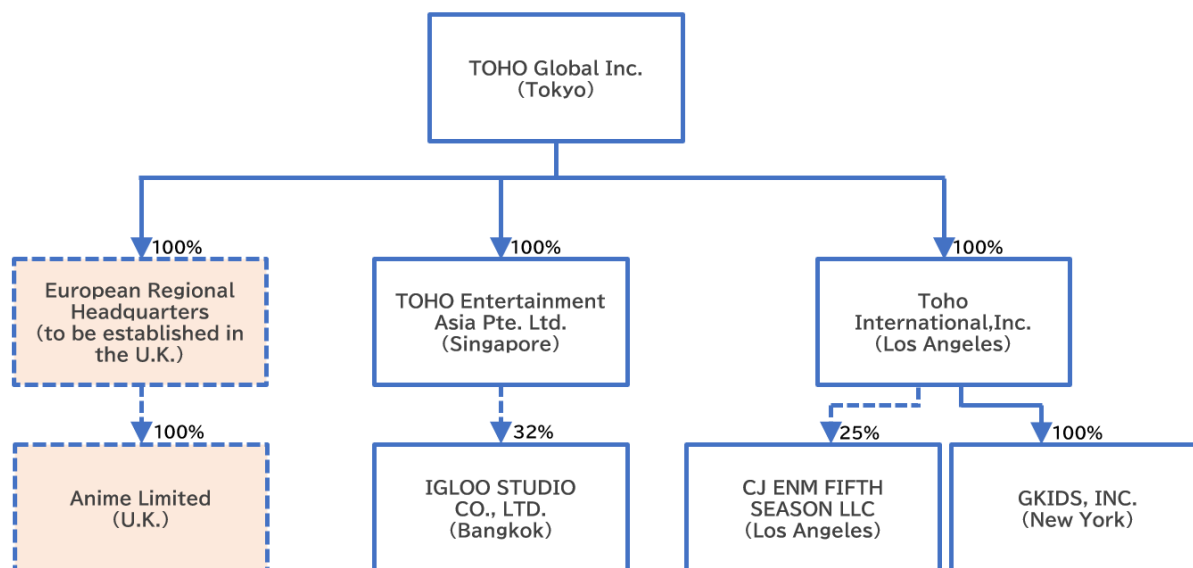
The Toho Group has identified four "Growth Keywords" in its long-term management strategy, "TOHO VISION 2032 Group Management Strategy": "Planning & IP," "Animation," "Digital," and "Overseas." Regarding the "Overseas" strategy, the Company is actively pursuing global expansion, having made GKIDS, INC., a U.S.-based company handling animation distribution primarily in North America, a wholly-owned subsidiary in October 2024. Furthermore, Toho Entertainment Asia Pte. Ltd. commenced operations in Singapore in November 2024 as a central hub for the Asian region.

As part of these initiatives, TOHO Global has reached an agreement with PLAION PICTURES for the acquisition of Anime Ltd and a strategic alliance. Anime Ltd is a specialized animation company primarily operating in the U.K. and France, handling theatrical distribution, home video, and streaming of anime works. Through this agreement, TOHO Global will directly cultivate the markets in the U.K. and France via Anime Ltd, while developing markets in Germany, Italy, and other European countries through this close partnership with PLAION PICTURES. PLAION PICTURES will support TOHO Global with its extensive expertise in local marketing and distribution. For TOHO Global this will mark the start of full-scale European expansion with a view toward theatrical distribution, TV/streaming, home video, merchandise, and games for anime and select live-action IP. We are also pleased to announce that Andrew Partridge, the founder and Managing Director of Anime Ltd, will join the leadership team of Toho's European regional headquarters.

As a result of this agreement, following North America, the Company has successfully established bases across Asia and Europe, gaining a foothold to further expand its business in major regions worldwide.

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[Figure: Major Overseas Group Companies]



The European anime market is estimated at approximately USD 4.77 billion in 2024 and is projected to expand to approximately USD 9.05 billion by 2030, with an expected annual average growth rate (CAGR) of 11.2% from 2025 to 2030[i]. High internet penetration and diverse anime streaming services underpin this market growth, and the popularity of anime, along with expanded merchandise sales, are expected to further boost future market growth.

By combining the strengths of TOHO Global, Anime Ltd, and PLAION PICTURES, the Company aims to maximize the value of IP, such as anime and *Godzilla*, in Europe.

The impact of the acquisition of Anime Ltd, and this alliance on the Company's consolidated financial results for the current fiscal year is expected to be negligible, as these initiatives are primarily aimed at medium- to long-term business growth.

Koji Ueda, President and Representative Director, TOHO Global said “We are excited to welcome Andrew and the Anime Ltd team into the growing Toho family, and to begin our new cooperation relationship with PLAION PICTURES. This move accelerates the timeline to realize “TOHO VISION 2032 Group Management Strategy” by giving Toho an immediate pan-European distribution capability as well as access to PLAION PICTURES’ highly additive infrastructure for merchandise operations. We look forward to working together with our new team members and partners to bring amazing content to fans in the UK, France and across the Continent.”

Andrew Partridge, the founder and Managing Director, Anime Ltd, said “Both myself and the team have long loved working together on TOHO properties, as evident from making *Godzilla Minus One* the best Japanese live action box office hit of all time in the UK. We look forward to becoming part of the Toho family and working closer and more

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collaboratively with its group companies to expand the interest of anime across our territories. I look forward to continuing to work with Anime Limited both during the transition and from my new role at Toho's European regional headquarters."

Stefan Kapelari, Managing Director, PLAION PICTURES said "Anime Ltd is exceptionally well positioned in the anime market. The sale to TOHO creates entirely new growth opportunities for Anime Ltd. in the UK and France through strong synergies across content, distribution, and marketing. We would like to thank Andrew Partridge and the entire Anime Ltd. team for their dedication and outstanding collaboration over the past four years, and we wish them every success in this forward-looking new constellation."

Jochen Walter, Managing Director, PLAION PICTURES said "Forming a strategic partnership with TOHO strengthens our position in the anime segment. We have enjoyed an excellent working relationship with TOHO for many years and share a common vision. We look forward to contributing our extensive expertise in local marketing, our creativity, distribution excellence, and consumer platforms such as 'Aniverse' to this alliance. We appreciate the trust shown throughout the process and are excited to bring this new partnership to life together with TOHO."

#### About Anime Limited

Founded in 2012, Glasgow-based Anime Ltd is a subsidiary of PLAION PICTURES and represents Japanese animation interests in the UK, France, and beyond. With a thoughtfully curated lineup of films, series, and soundtracks, Anime Ltd has earned its title of Europe's favorite anime distributor. Whether through fan-centric cinema runs, beautifully packaged collector's editions, or sharing the best of anime music on vinyl, we offer bespoke experiences for all fans for titles such as Attack on Titan, BELLE, Cowboy Bebop, JUJUTSU KAISEN, Neon Genesis Evangelion, One Piece Film: RED, Spy x Family CODE: White, Your Name, and Weathering with You.

#### About PLAION PICTURES GmbH

PLAION PICTURES is one of Europe's leading independent film distributors and covers the entire value chain — from theatrical and home entertainment to television. Its theatrical portfolio includes numerous award-winning highlights such as SENTIMENTAL VALUE (Grand Prix Winner at The Cannes Film Festival 2025), ANATOMY OF A FALL (Palme d'Or winner 2023), the double Oscar<sup>®</sup> winner THE WHALE, the Palme d'Or winner TITANE, and the four-time Oscar<sup>®</sup> winner PARASITE (1 million adm. in Germany), as well as upcoming films by Julia Ducournau (ALPHA ) and Park Chan-wook (NO OTHER CHOICE). Also highly regarded for its physical releases, its lovingly designed special editions, and re-releases of classic movies, the dedicated B2C shop enables Europe-wide delivery.

As part of exclusive licensing deals, PLAION PICTURES is responsible for the physical home entertainment distribution of Studio Canal, Warner Bros. Discovery, Sony and

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Universal in Germany; Paramount and Universal in Italy; and Warner Bros. Discovery in France.

PLAION PICTURES is also strongly engaged in the digital market, operating several Amazon Channels including "Aniverse," the biggest German independent streaming channel for anime fans and owns Germany's largest YouTube channel network for feature films.

PLAION PICTURES is a wholly owned subsidiary of PLAION GmbH (formerly Koch Media GmbH) and has been part of the Swedish Embracer Group since 2018. The PLAION corporate family also includes Sola Media, a global distributor specializing in children's and family films, and Anime Ltd., which focuses on the marketing of Japanese animated films and series, soundtracks, and merchandise.

#### About Toho Co., Ltd.

Toho Co., Ltd. is a leading Japanese entertainment company established in 1932. In addition to film production, distribution, and exhibition, as well as theatrical production and exhibition, the company engages in real estate business centered in urban areas and, in recent years, has been expanding its animation business globally. To date, Toho has produced numerous works that are highly acclaimed both domestically and internationally, including the "Godzilla" series and Akira Kurosawa's "Seven Samurai." In its anime business, the company produces and distributes works through the TOHO animation label, delivering globally popular titles such as "My Hero Academia" and "JUJUTSU KAISEN" to a wide range of customers.

[i] Source: GRAND VIEW RESEARCH "Anime MARKET ANALYSIS AND SEGMENT FORECASTS TO 2030"

Contact information for inquiries regarding this matter:  
TOHO Co., Ltd. Corporate Communications Department,  
Investor Relations/Public Relations Office:  
[pr\\_ir@TOHO.co.jp](mailto:pr_ir@TOHO.co.jp)



## **TOHO LAUNCHES EUROPEAN DISTRIBUTION THROUGH ACQUISITION OF ANIME LIMITED FROM PLAION PICTURES**

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**TOHO GLOBAL REGIONAL OFFICE TO BE BASED IN LONDON**

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**ANIME LIMITED FOUNDER ANDREW PARTRIDGE TO HELP LEAD  
ANIME LIMITED AS A STANDALONE SUBSIDIARY OF TOHO  
GLOBAL**

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**ADDITIONAL STRATEGIC ALLIANCE AGREED BETWEEN TOHO  
GLOBAL AND PLAION PICTURES FOR PAN-EUROPEAN  
DISTRIBUTION**

Tokyo, December 19, 2025 - Japanese entertainment leader TOHO Co., Ltd. (hereinafter "TOHO") announced today that it has reached an agreement to acquire a 100% equity share of UK-based distribution company Anime Limited from PLAION PICTURES GmbH (hereinafter "PLAION PICTURES"). The company will be operated as a subsidiary of Toho Global, Toho's consolidated subsidiary overseeing overseas business.

The new subsidiary company has retained Anime Limited founder and Managing Director Andrew Partridge and the full Anime Limited staff. This acquisition will provide Toho with immediate film distribution, home video, TV sales, and merchandise and licensing capabilities in the UK and France.

This acquisition aligns with the Toho Group's long-term management strategy, 'TOHO VISION 2032,' which identifies 'Overseas' and 'Animation' as key growth drivers. It follows the company's aggressive global expansion in late 2024, including the acquisition of the U.S.-based

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distributor GKIDS, INC. in October and the launch of Toho Entertainment Asia Pte. Ltd. in Singapore in November. Toho will establish its European regional headquarters in London within this year. With this move, Toho has now successfully secured bases in all major regions: Asia, North America, and Europe.

In tandem with the sale of Anime Limited, Toho and PLAION PICTURES have agreed to establish a strategic alliance, with PLAION PICTURES extending Toho's distribution capabilities in Germany, Italy, and other European markets.

The expansion comes at a time of rapid growth for the industry. The European anime market is estimated at approximately \$4.77 billion in 2024 and is projected to reach nearly \$9.05 billion by 2030, growing at an annual average rate (CAGR) of 11.2%. Toho aims to capture this demand by combining its direct distribution capabilities in the UK and France with PLAION PICTURES' extensive network across the region."

Anime Limited was founded in 2012 and is one of the UK's leading Japanese content distributors as well as a top e-commerce provider through its [ALL THE ANIME](#) online store. Toho and Anime Limited have worked together for many years on such hits as Makoto Shinkai's *Your Name* and *Weathering With You*, Studio TRIGGER's *Promare*, the Toho-produced *Godzilla Minus One*. Additional Anime Limited distributed titles include *Naruto*, *Bleach*, *Attack on Titan*. Anime Limited also has a 15-year history of cooperation with the US based GKIDS, now a Toho subsidiary.

By combining the strengths of TOHO Global, Anime Ltd, and PLAION PICTURES, We aims to maximize the value of IP, such as anime and Godzilla, in Europe.