

# Introduction examples event examples

SaitohPlanning Co.,Ltd.

## POINT Appeal to tourists with original products + QR code gacha

Hybrid capsule toys (QR code + cash accepted) will be placed at each Hakone Ropeway station, and limited original capsule toys will be planned, produced and sold to tourists from Japan and abroad.



### Original limited edition capsule toy

<p>箱根ロープウェイポンチョ</p>	<p>箱根ロープウェイのアクリル制服キーホルダー</p>	<p>箱根ロープウェイマスキングテープ</p>	<p>箱根の四季をオリジナルデザインした缶バッジ全5種 (うちシークレット1種類)</p>
<p>実際に着られる「ポンチョ」。 変わりやすい箱根の天候を考慮した人気商品</p> <p>全4種 500円 (税込み)</p>	<p>箱根ロープウェイの実際の各種制服 (作業着・防寒着ジャケット・ベスト) のアクリルキーホルダー</p> <p>全4種 500円 (税込み)</p>	<p>箱根の景色や箱根ロープウェイ等箱根に関するものをデザインしたマスキングテープ</p> <p>全4種 400円 (税込み)</p>	<p>箱根の四季をオリジナルデザインした缶バッジ全5種 (うちシークレット1種類)</p> <p>全5種 400円 (税込み)</p>

### QR code payment vending machine



# 2. Product development example: Original "The Beatles" products

## POINT Collaboration between global IP and traditional Japanese crafts

As part of the 60th anniversary memorial exhibition of The Beatles' album debut, original products based on the motif of The Beatles' album jackets and collaborative products with traditional Japanese crafts were produced and sold in the form of "Pop Up Stations".



Hanshin Department Store Hanshin Umeda Main Branch: "Retro Expo" April 10th to April 15th, 2024



Takashimaya Shinjuku Store: 2nd floor Main Square August 14th to August 20th, 2024



Daimaru Matsuzakaya Nagoya Store: December 26, 2024 - January 7, 2025



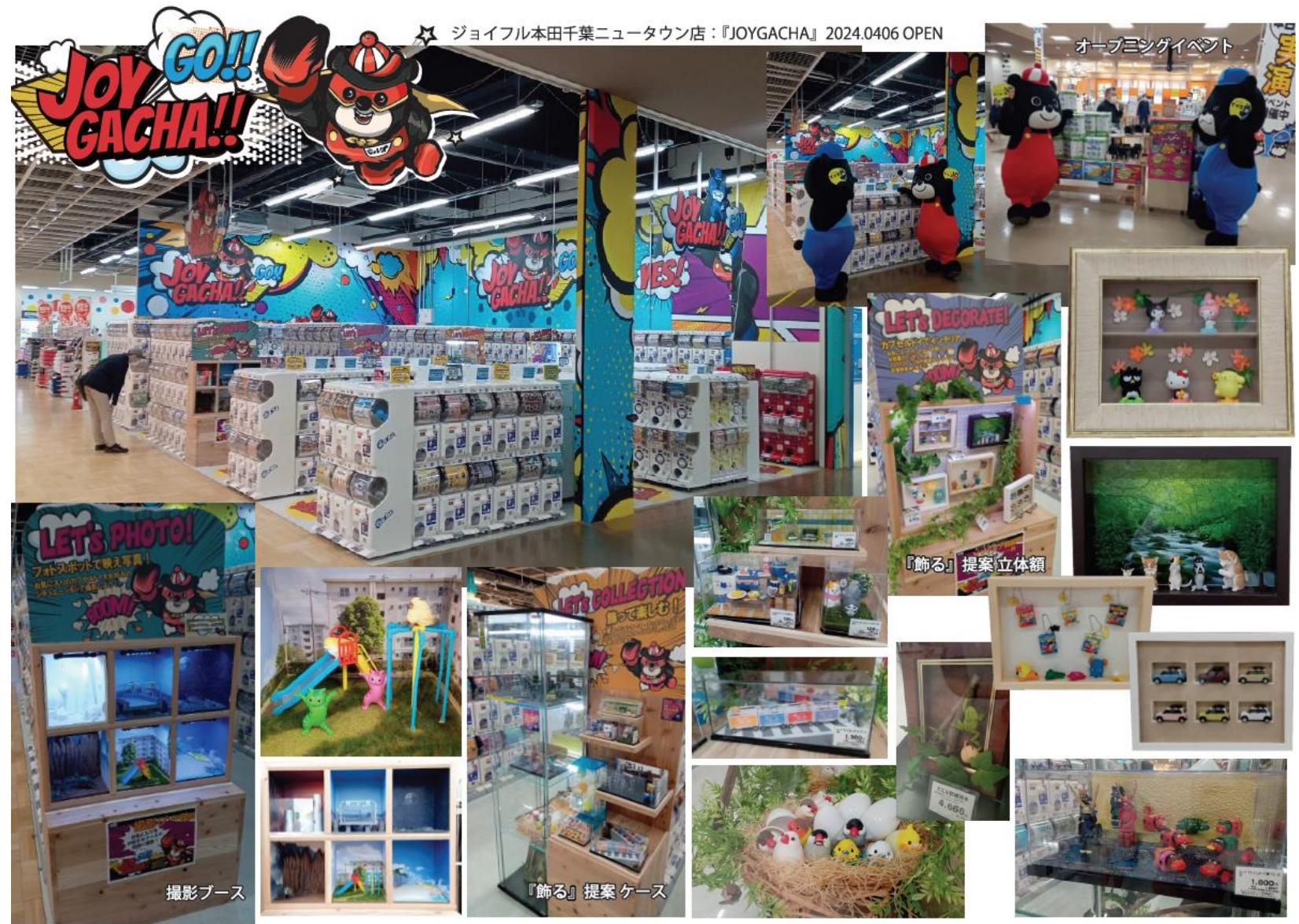
Hakodate Tsutaya Bookstore: January 17th to February 16th, 2025





# 3. Example of vending machine deployment: Joyful Honda

POINT Vending machine corner development in collaboration with locations





# 4. Example of vending machine deployment: Major shopping center

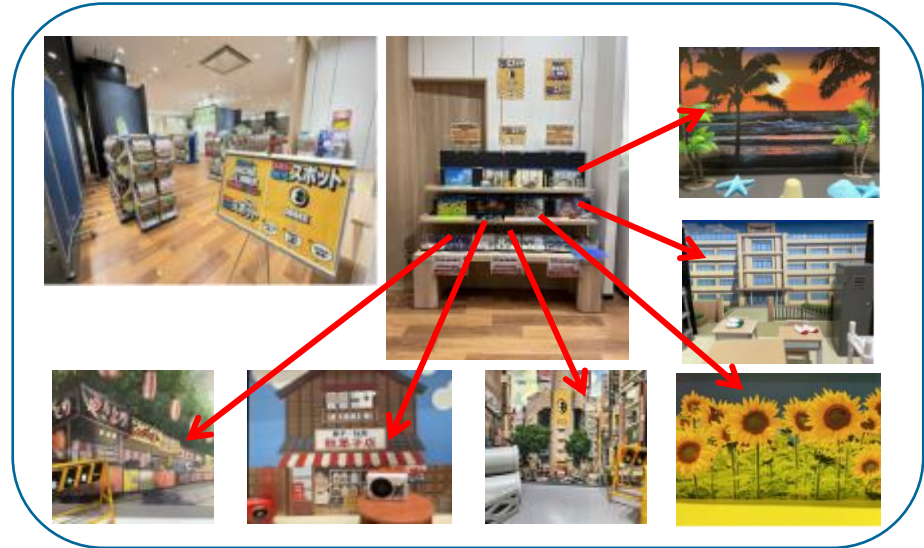
POINT Attracting customers and repeat customers through "SNS" and "experience corners"

Rather than simply deploying vending machines, the store will display capsule toy samples, hold campaigns in cooperation with manufacturers (where you can win prizes by purchasing gacha), set up a photo corner for Instagram and other social media posts, and also provide "experiences" such as "events" and "workshops" for Denjiro Science, actively attracting customers and ensuring repeat customers, rather than just providing a passive vending machine corner like it was up until now.



Capsule toy photography corner for SNS posting

Denjiro Science Event and Various Workshops



# 5. Examples of vending machine deployment: Tokyo Tower, major DS

## Development of hybrid cashless gacha

### POINT

Hybrid type at Tokyo Tower 1st floor event space and major DS Shibuya store(QR code payment and cash compatible) We are developing cashless gacha.





# 6. Example of vending machine deployment: Inside JR Akihabara Station

## POINT Capsule toy promotion mix (combined sales promotion)

More than 100 capsule toy vending machines are available at the Electric Town Exit event space inside JR Akihabara Station. In collaboration with Softbank, the "Pepper" robot was used (guiding product and campaign information by voice and video). It was especially popular with foreign tourists. Sales of more than 5 million yen were achieved in six days.

### Utilizing two Pepper robots in collaboration with Softbank



•Pepper Robot (2 units)  
Introducing product, manufacturer and campaign information with audio and imagesPepper

•Digital signage  
Introducing information on nufacturers, products, and campaigns



•Sticker vending machine

•Clear file vending machine

•Sample display linked to gacha products (vending machines)

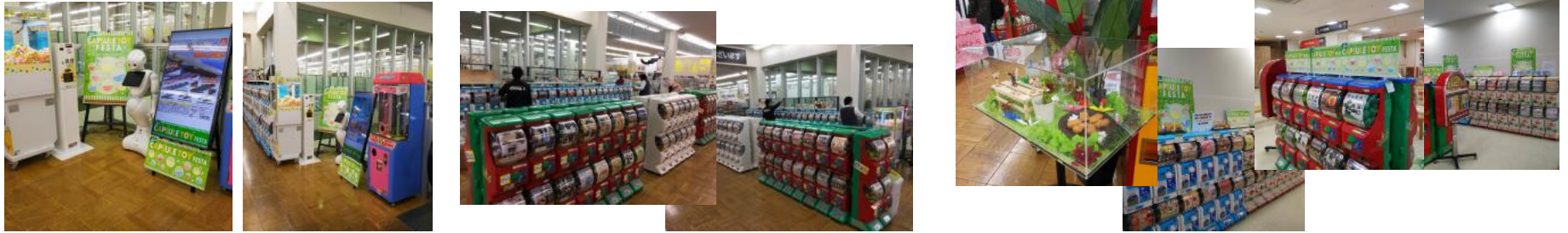
•Showcase: A concentrated display of gacha samples

# 7. Vending machine deployment examples: Various industries and business formats

## POINT

Product mix, sales promotion and development that matches the industry and business format of the location

### Large-scale deployment at major home centers



### Major sports chain



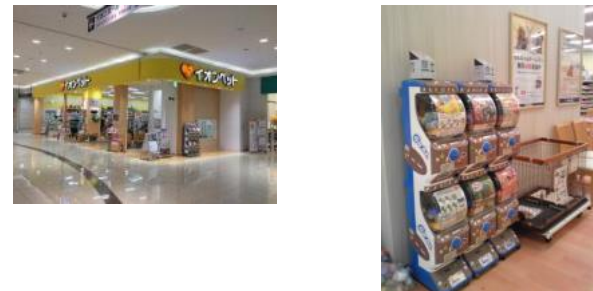
### Major restaurant chains



### Collaboration with Bushiroad



### Major pet shop chain





# 8. Event example: Science show/workshop

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Produced by our company: "Denjiro Science" show, "Leather Keychain Making" and other workshops

## Denjiro Science Show ("Air Cannon Experiment" and "Static Electricity Experiment")



## Various Workshops



# 9. Event example: Live commerce

## The industry's first capsule toy live commerce (cosplayer gacha)

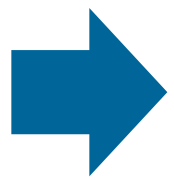
Cosplayers hold live events and sell gacha online (by spinning the gacha on behalf of customers). Live Commerce : As a completely new sales method, we operate our own company and promote alliances with community sites, etc., targeting overseas sales.



Currently live streaming is held 2-3 times a month.

Sales and expansion overseas

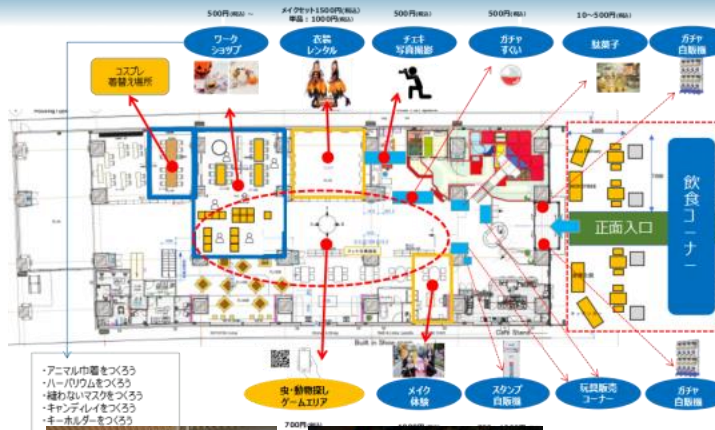
The world's largest anime and manga community site operator





# 10. Example of an event: Halloween

Halloween event planned and operated by our company at JR "Studio make-over"



Studio Make-over, an experience-based facility near JR Musashi-Urawa Station, will be renting out Halloween costumes and holding workshops on how to apply makeup for Halloween beginners and parents and children. Cosplayers also participated to liven up the Halloween event, and There will also be mock food stalls and Halloween-related products for sale.



Queue before the opening



Product sales corner



Each workshop

