

Company Overview

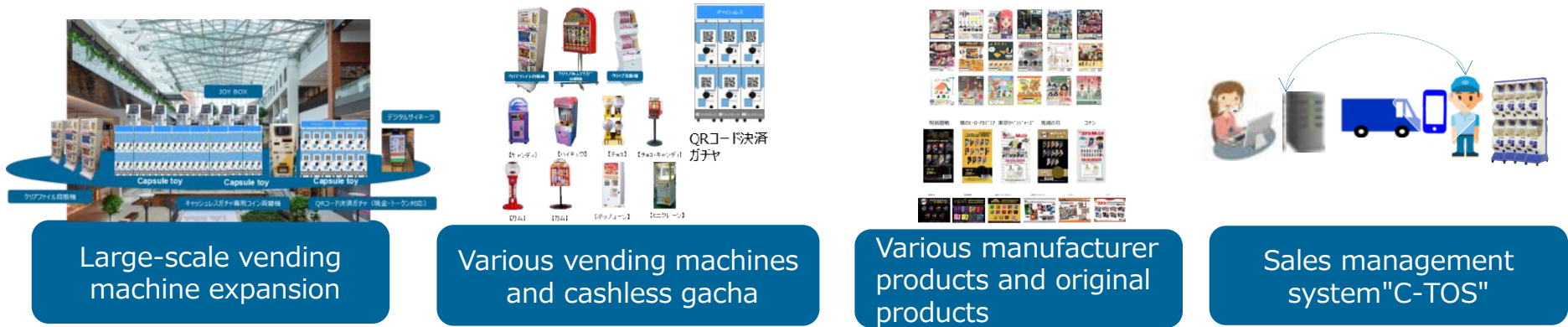
- ◆ Home page <https://igacha.jp/>
- ◆ Domestic e-commerce site <https://www.macsweb.jp/>
- ◆ Overseas e-commerce site <https://omake-japan.com/>
- ◆ Online Gacha <https://gachalive.com/>

SaitohPlanning Co.,Ltd.

1. Features

→ Saitoh Planning

- The company's main business is capsule toy vending machines, and it plans and develops various merchandise including capsule toys in-house.
- Our proprietary capsule toy sales management system allows a small number of people to manage and operate vending machines nationwide.
 - Propose and create the best sales method for your customer base and location by combining vending machines and merchandise
 - Leading the industry in promoting IT and overseas expansion



- We handle almost all capsule toy manufacturers
- We handle a variety of vending machines other than capsule toy vending machines
- Established a customer base in a wide range of industries, including major distribution and restaurant businesses
- Developed "C-TOS", a management system specialized for the vending machine market
- We plan and release a variety of capsule toys and merchandise products in-house
- We have extensive networking with major companies in the toy and amusement industries, and have formed various alliances in the past.
- Established a joint venture in China (Beijing) to sell Japanese gacha and toys (June 2019))

2. Business Structure

→ Saitoh Planning

We propose optimal combinations to our customers by combining vending machine business and product sales business. We efficiently manage sales floors with our proprietary sales management system "C-TOS".

Vending machine business



Project proposal



Product sales business



1,800 stores nationwide,
with approximately 13,000
vending machines installed



Vending machine operation



Management and Operation

operation with both systems and operations

Unique sales management system

- Centralized management of sales data along with incoming and outgoing goods and inventory management
- Scientific data on best-selling products
- Accurate inventory management and inventory/sales management
- Even during emergencies such as equipment failure, the operator's location can be searched for.



Domestic vending machine installation status

Nationwide in Japan: Vending machines installed in 1,863 stores

齋藤企画設置ロケーション

◆設置ロケーション全国1000店舗のインフラにも対応

右記の通り、基本的に全国的なラウンドが可能です。
※ただし、一部地域においてラウンド困難な地域もございますので、ご了承していただけようお願いします。

- 当社ラウンド可能と思われるエリア
- 店舗の集中エリア
- 営業所



エリア別店舗数

北海道	16店舗
東北	160店舗
関東	1126店舗
中部	231店舗
関西	203店舗
中国	40店舗
四国	29店舗
九州	53店舗
沖縄	5店舗

全国 1863店舗
(R3 5月現在)

4. E-commerce website

Domestic e-commerce site "MACS" (Japanese) <https://macsweb.jp>

We mainly sell original products such as anime characters, Denjiro Science, and Beatles products.



Overseas e-commerce site "OMAKE JAPAN" (English and Japanese) <https://omake-japan.com>

An e-commerce site that sells mainly Japanese anime character products to overseas markets. It also functions as a portal site for online gacha and live commerce.



オンライン・ガチャの入口



ライブコマースの入口



Online Gacha "Gacha Live 24" (English/Japanese) <https://gachalive.com>

A dedicated capsule toy sales site where capsule toy products can be purchased 24 hours a day, 365 days a year, from anywhere. Customers purchase points, use the points to select the product they want, turn the handle of the vending machine online, and purchase the product (capsule toy). They can check what they get on the spot, and the product is shipped from Japan.



Shipping products overseas



Live Commerce - "Cos Gacha Live" (English/Japanese)

Cosplayers hold live events and sell gacha machines on behalf of customers. It is a completely new sales method for live commerce and is operated in-house.



Shipping products overseas

5. Sales management system "C-TOS"

Saitoh Planning

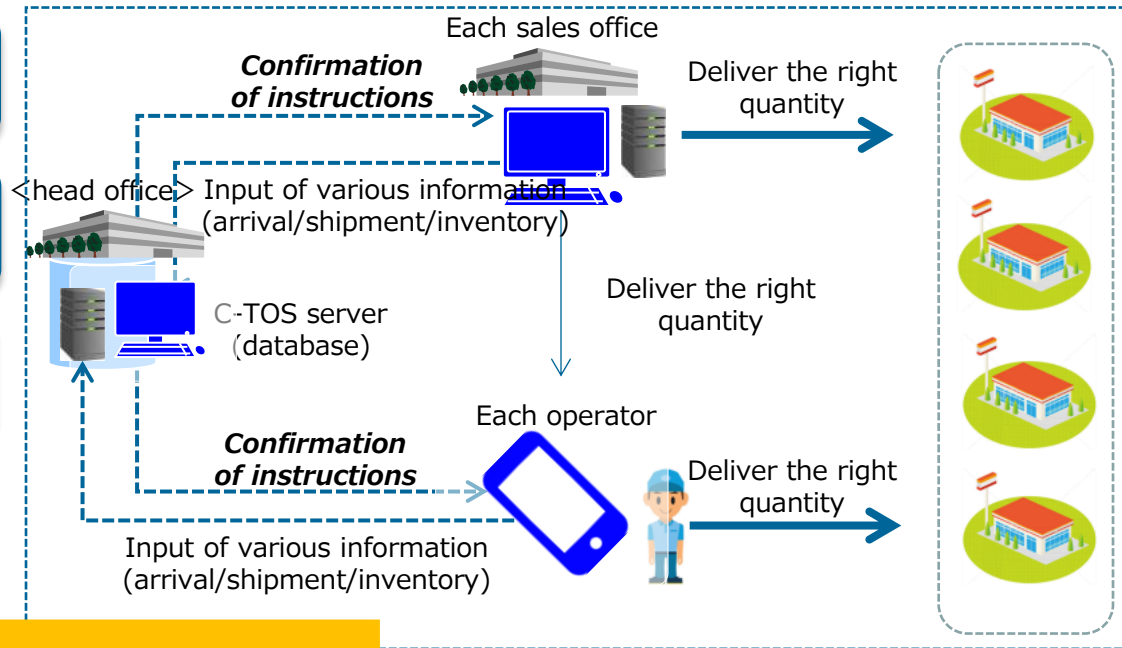
Our unique capsule toy (gacha) sales operation management system. It manages inventory and sales data in a centralized manner. It performs data analysis of sales, etc. based on accurate sales data. It digitizes popular and unsuccessful products without relying on intuition. It also realizes inventory and sales management through accurate inventory operations. It also enables stores that have introduced the system to quickly respond to emergencies by using operator location information.

Timely acquisition of sales management information

Manage replenishment status and inventory by store and operator

Accurately grasp the working status of operators

Standardized management for uniform operation nationwide



Centrally manage all input data



Sales, inventory and collection management



Sales and inventory status by vending machine type



Locating operators during emergency response



6. Joint venture (Beijing, China)

Established a joint venture in China as a foothold for overseas expansion

- ❑ 社名 北京嘎恰物语文化传播有限责任公司 (北京ガチャ物語)
- ❑ 所在地 北京市通州区景盛南四街13-6-3-101
- ❑ 資本金 200万元(人民币) ❑ 設立 2019年6月



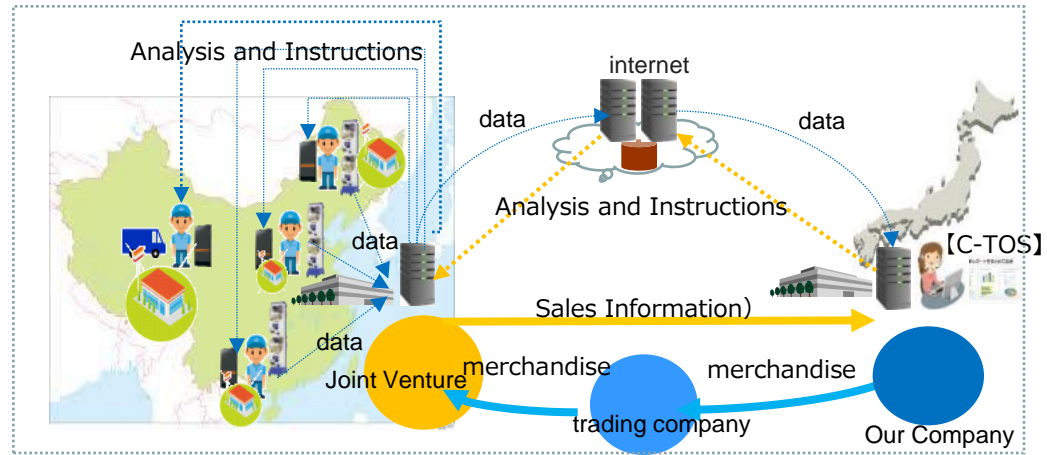
• Location : 北京イオン国際城モール
 • 8 gacha machines (24F),
 1 vending machine

Location : 北京朝陽区朝陽公園T11高級スーパー
 8 gacha machines (24F)

※As of May 2024

In addition to supplying products, we also provide know-how on capsule toy operations.

Supporting operations in China using our sales management and operation system "C-TOS"



Vending machine business



7. Vending machine corner expansion

Large amusement vending machine corner popular among inbound tourists

Original Products

Anime character merchandise



Capsule Toy Photo Corner for SNS Posting



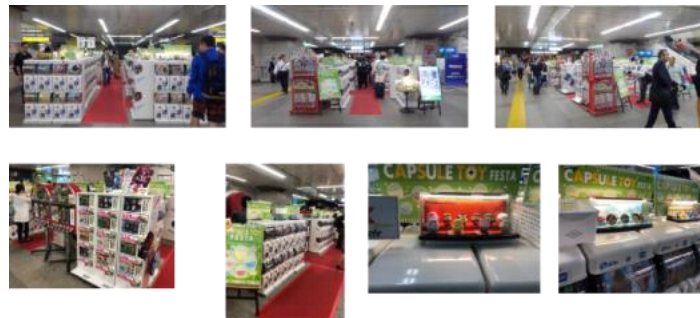
Capsule toys are currently very popular as content for posting on social media.
 → Take a photo of the product you purchased in the "SNS posting corner."
 This will help you attract more customers.

- Examples and results of large-scale deployment

Capsule toys inside JR Akihabara Station
 More than 100 machines, mainly vending machines

Sales: approx. 5,400,000 yen

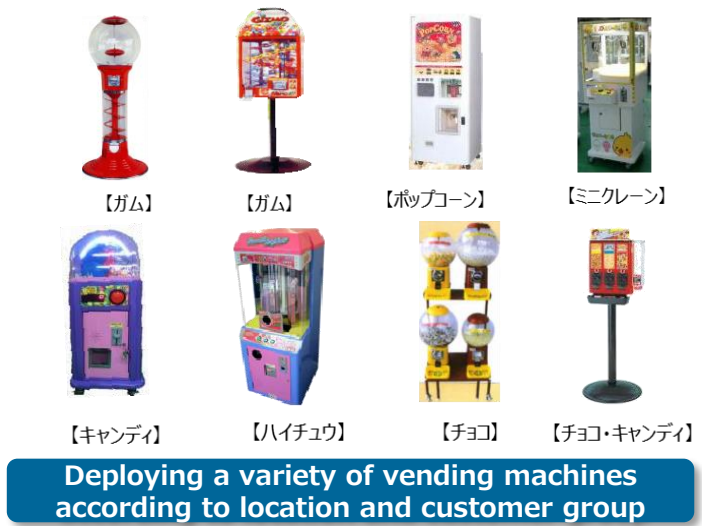
(operating for 7 days)



8. Clear file/clip/sticker vending machines and other various vending machines Saitoh Planning

Differentiated vending machines/products other than capsule/toy vending machines

While many competing vending machine vendors only offer gacha vending machines, our company offers the largest number of popular vending machines in the industry, including clear files, clips, stickers, etc. featuring anime characters. We also jointly develop products.

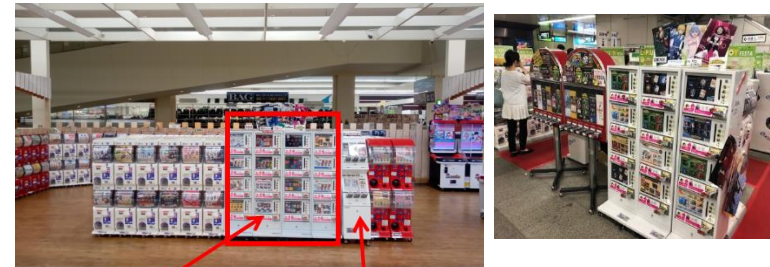


Sales price: 300 yen (tax included)



Popular anime characters My Hero Academia Popular anime characters Sports

Corner display example



クリアファイル自販機 Clear File クリップ自販機 clip

9. Joybox business (tabletop small card vending machine)

Synergy with capsule toys: Operational efficiency

Through business partnerships with business entities, we plan and develop new products and sell them from the approximately 20,000 vending machines currently installed. We also develop the locations for the vending machine cabinets (Joyboxes).

By attaching the "JOY BOX" to the top of an already installed capsule toy machine, we aim to create a synergistic effect with capsule toy users. In addition, we aim to improve operational efficiency by replenishing products and collecting money at the same time as the capsule toys. The location will be selected using data from the sales management system "C-TOS".



- Gakken's Illustrated Encyclopedia Live series "Dinosaurs" - all 6 types (you can view powerful 3DCG images using AR)



- "Great Force Chronicle Cards" 8 types in total (Popular horse series from the JRA)



- Ultra Seven



Ultra Seven 55th Anniversary Collection Cards [8 types]



- Copybara



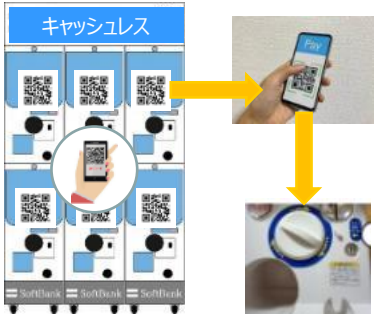
Copybara-san Leisurely Card [Total 6 types]



10. Cashless compatible capsule/toy vending machines/change machines Saitoh Planning

- At the time of small-scale deployment (when deploying about 10 capsule toy vending machines)

QR code payment capsule toy vending machine



Purchase directly with QR code payment such as PayPay or cash (can be purchased with 100 yen coins)

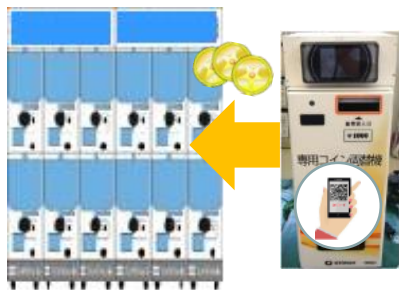
To purchase, you read the QR code attached to each face of the capsule toy vending machine with your smartphone, pay with your smartphone, and once the payment is complete, the gacha handle lock will be released.



QRコード決済	PayPay	LINE Pay	メルペイ	WeChat Pay	au pay
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- When deploying on a large scale (when deploying dozens to hundreds of capsule toy vending machines)

Special coin compatible capsule toy vending machine



Purchase gacha using the gacha tokens exchanged at the "cashless compatible coin vending machine".

Exchange special coins (tokens) that can be used at capsule toy vending machines using electronic money or QR code payments.



Compatible with dedicated coins (tokens) Capsule toy vending machine

Can be purchased with 100 yen coins

電子マネー	Suica	PASMO	nanaco	waon	楽天Edy	iD	PASELI	
QRコード決済	PayPay	d払い	LINE Pay	楽天Pay	メルペイ	Alipay	au pay	J CoinPay

Original capsule toy product examples

11-1. Original capsule toy project

Collaboration products with the popular apparel brand "NieR"

An apparel brand developed by Alpha Route Co., Ltd. Popular among teenagers and people in their twenties, the brand sells original products such as clothing, accessories, shoes, and miscellaneous goods mainly through online shops and pop-up stores.



Japan Post's original capsule toy "Gachapos"

Capsule toys planned and developed by Japan Post exclusively for post offices. Exclusively sold by us outside post offices



11-2. Original capsule toy project

❑ Capsule toys that are miniature versions of miscellaneous goods

We plan and develop capsule toys for miscellaneous goods manufactured and sold by CB Japan, a company that manufactures and sells kitchenware, household goods, and other miscellaneous goods under its own brand, as well as OEM for major miscellaneous goods chains.



❑ "Insect food" capsule toy

We are the first to sell the trending "insect food" in capsule toys. (A nutritious food with high protein, low sugar and low fat content.) Secret items include the two-spotted cricket, bamboo beetle, silkworm pupa, locust, European house cricket, cricket moth, diving beetle and red-legged kite batter.



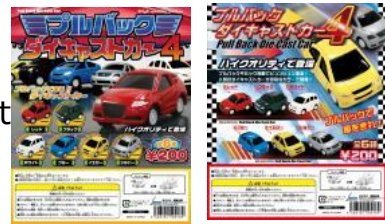
❑ "Denjiro Science" Capsule Toy

Popular "Denjiro Science" products turned into capsule toys



❑ "Diecast Mini Car" Capsule Toy

Low price (200 yen)
A reliable standard product



❑ "Sun Jewel" Capsule Toy

We are collaborating with Sun Jewel, a popular accessory manufacturer known for "Hoppe-chan. Hoppe-chan gacha is exclusively handled by Saito Kikaku, except for direct sales by Sun Jewelry.



❑ "Orizuru" Capsule Toy

We support and participate in the "Orizuru Gacha" project, which is being promoted by a corporation that supports the employment of people with disabilities.

*This project uses gacha to promote employment independence for people with disabilities.



11-3. Original capsule toy project

Planned and developed as a limited original product that can be purchased only at Hakone Ropeway Station - Appealing to tourists - Sales

● Hakone Ropeway "Poncho"



● Hakone Ropeway "Uniform Keychain"



● Hakone Ropeway "Masking Tape"



● Hakone Ropeway "Can Badge"



A "poncho" that you can actually wear.
A popular item that takes into consideration the changeable weather in Hakone

4 types in total, 500 yen (tax included)

Acrylic key chains of various uniforms (work clothes, winter clothes, jackets, vests) from the Hakone Ropeway

4 types in total, 500 yen (tax included)

Masking tape with designs of Hakone scenery, the Hakone Ropeway, and other Hakone-related items

4 types in total, 400 yen (tax included)

Five types of badges with original designs of the four seasons of Hakone (including one secret type)

Five types in total, 400 yen (tax included)

Product sales business

THE
BEATLES



12. Planning and development of various products other than capsule toys → Saitoh Planning

□ "Denjiro Sensei" products familiar from TV and shows

Planning, production and sales of various products



□ Planning, manufacturing and sales of "Jaiwa-kun" products, an original character for the weather forecast on the Japan Meteorological Association's Train Channel



□ Gakken - Collaboration with content from "Gakken's Picture Book Live"

As part of the "Denjiro Science" series of gacha, we plan, develop and sell "mini picture books" and "dinosaur figures" that utilize Gakken's picture book content. We also provide Gakken's 3D images using AR.



□ Beatles products various

We have acquired the license and plan, manufacture and sell the products.



□ Clear files, stickers, etc.

We acquire anime licenses and plan, manufacture and sell them.



□ Capsule toys that are miniature versions of miscellaneous goods

We plan and develop capsule toys for miscellaneous goods manufactured and sold by CB Japan, a company that manufactures and sells kitchenware, household goods, and other miscellaneous goods under its own brand, as well as OEM for major miscellaneous goods chains.



Our original: "Denjiro" science product



Mr. Denjiro Yonemura

As a science producer, he plans and develops chemical experiments, etc., and also supervises and appears in science shows, experiment classes, and training sessions across the country. He is active in various fields and media, including various television programs and magazines.

Original Products



Combining experience-based events



Science shows and workshops

Combining merchandise sales and vending machines



14. Japan Meteorological Association “Jeiwa-kun”

Saitoh Planning

Our original: Japan Meteorological Association “Jeiwa-kun” product

calendar



Japan Weather Association



Train Channel



Postcards



Acrylic stand



Clear File

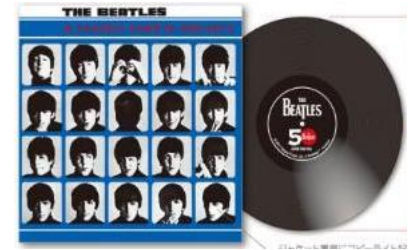


Wooden Ema Netsuke

15-1. The Beatles

Saitoh Planning

As part of the Beatles 50th Anniversary Memorial Exhibition, we will be producing and selling various miniature products with the motif of "Beatles album jackets".



【Record Coaster】



- Miniature jackets: 15 types in total, 1 secret type



【Jacket pin badge set】

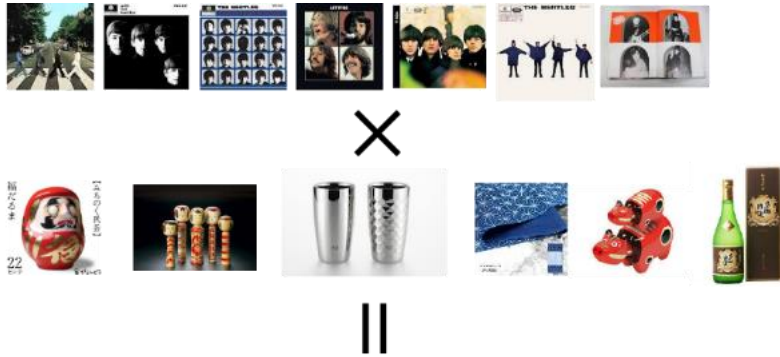
Tokyu Hands Ikebukuro store: "The Beatles and Their Generation" exhibition corner



15-2. The Beatles

→ Saitoh Planning

■ As part of the 60th anniversary memorial exhibition for The Beatles' album debut, our company will be producing original products based on The Beatles' album jackets, in collaboration with traditional Japanese crafts, and selling them in the form of a "Pop Up Store."



世界に通じる新たな付加価値(製品)の創造

Future plans

In the future, we plan to develop original products that are a collaboration between traditional Japanese crafts and anime IP. We will sell the products not only domestically but also overseas.

Japanese traditional crafts x Japanese anime characters



Future business strategies

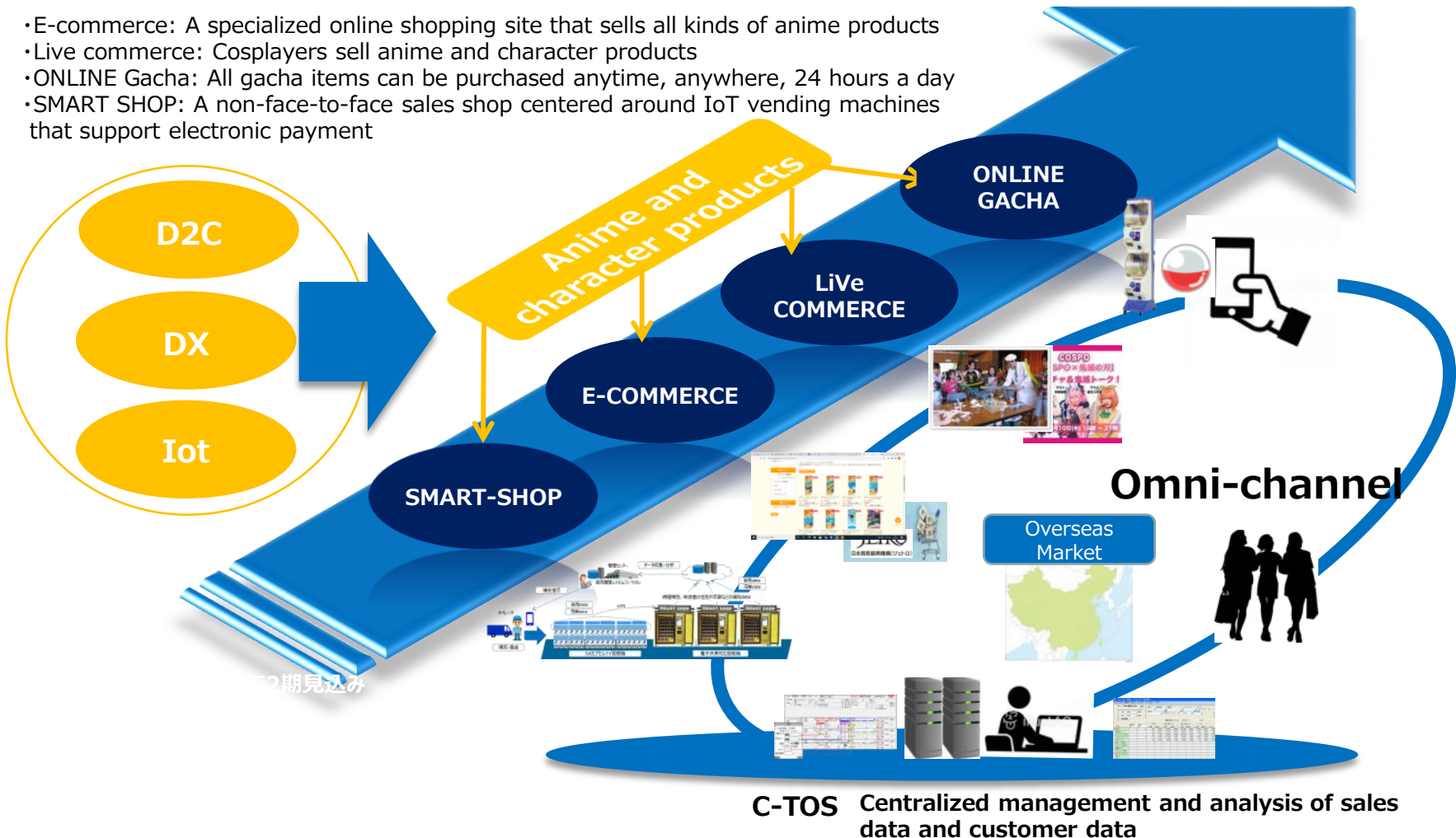
16. Business Strategy Summary

Increased sales profits through omni-channel

The aim is to establish a D2C (Direct-to-Consumer) model that sells anime and character products directly to customers. In brick-and-mortar stores, vending machines will be converted to IoT, and sales and customer information will be centrally managed using the sales management system C-TOS-E Online

In cooperation with sales, a high-profit structure will be created.

- E-commerce: A specialized online shopping site that sells all kinds of anime products
- Live commerce: Cosplayers sell anime and character products
- ONLINE Gacha: All gacha items can be purchased anytime, anywhere, 24 hours a day
- SMART SHOP: A non-face-to-face sales shop centered around IoT vending machines that support electronic payment



C-TOS Centralized management and analysis of sales data and customer data

17. A collaboration project between traditional Japanese crafts and anime IP Saitoh Planning

Planning original products using traditional Japanese crafts and anime IP. As a single piece of content, we will distribute videos on the production process, demonstrations, historical background, characteristics, materials, etc., and also introduce them at cosplayer live shows and conduct order sales.

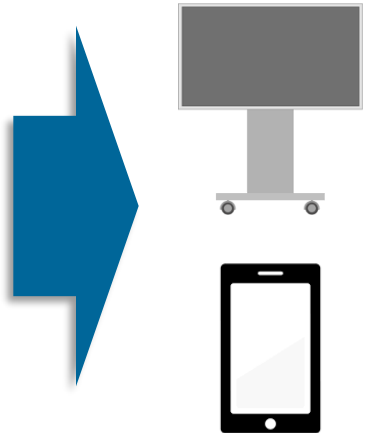
Examples of Japanese traditional crafts

白河だるま
Shirakawa Daruma



耳鬚は「松」「梅」
Auricular are a "pine" and a "ume."
眉毛は「鶴」
Eyebrows are "cranes."
髭は「亀」
Mustache is a "tortoise."
髭は「竹」
Mustache is a "bamboo."

The History of Shirakawa Daruma
For about 300 years, Shirakawa Daruma Sohonpo has valued each and every customer and has continued to be loved by the locals. Shirakawa Daruma was created as a lucky charm to bring good luck, inspired by Matsudaira Sadanobu, famous for the Kansei Reforms, who wanted to "make the lives of citizens more energetic."



- Sold worldwide through overseas sites



- Sold through domestic "POP UP STORE"



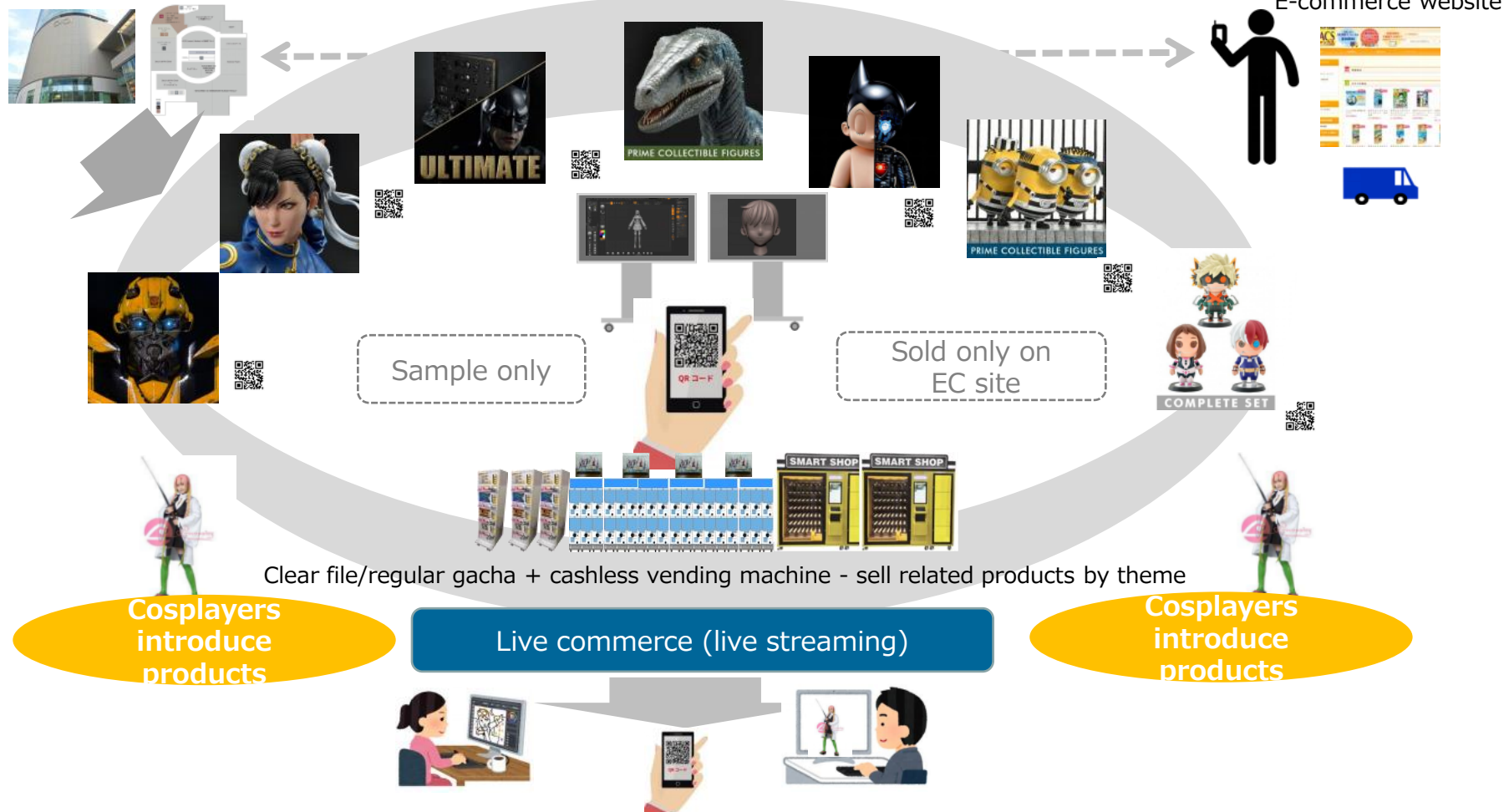
18. Showcase sales

A POP UP STORE project with an omnichannel service that allows customers to order online and receive products at home while still in a "real store" and cosplayers will introduce products through live commerce.

Only sample products are on display. We also carry out order sales such as miniature gachas. The production process of the products is broadcast on digital signage. Scan the QR code of the product you want and purchase it from the dedicated EC site.

Physical store

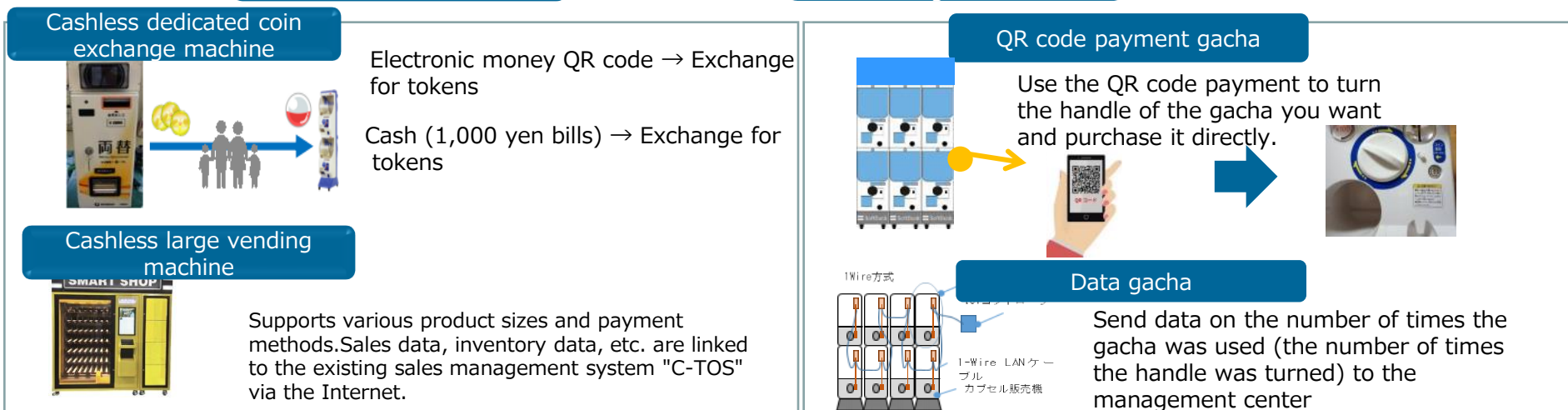
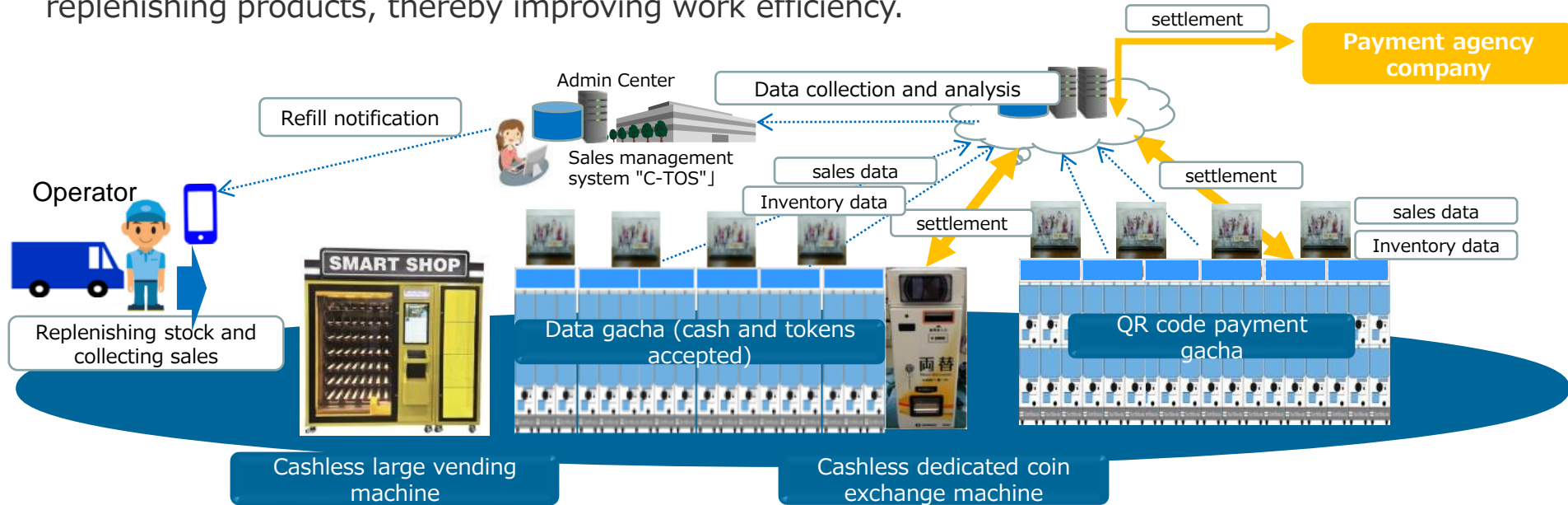
E-commerce website



19. SMART-SHOP Concept

Saitoh Planning

All vending machine payments (purchases) will be cashless (QR code payment/electronic money), and market data will be analyzed in conjunction with the company's proprietary sales management system "C-TOS." In addition, the company will instruct operators on the optimal timing for replenishing products, thereby improving work efficiency.



20. Work Style Reform Initiatives

Our company was featured on Saitama Prefecture's website "Womenomics" and in the August issue of the Saitama Chamber of Commerce and Industry newsletter as "a company that is working to rethink working styles."

※"Womenomics": A project that Saitama Prefecture has been carrying out since fiscal 2012, with the aim of creating a society in which women can play active and vibrant roles.

会員事業所の 導入事例


(株)斎藤企画

家庭の事情などによる離職が減り、 より効率的な働き方ができるように!

出産や育児、親の介護などをしながらの勤務は、並大抵のことではありません。テレワーク制度を導入することで、子育てや介護中の従業員が、退職せず、安心して長く働けるように職場環境を改善することを目指しています。

代表取締役 斎藤 明人氏 談

(株)斎藤企画
卸売業・小売業
玩具(カプセルトイ等)の
製造・販売業
従業員数20名
(男性6名、女性14名)



埼玉版
ウーマノ
ミクスサイト



具体的な取り組み内容

- ・「テレワーク規程」、「モバイルPC・スマートフォン取扱基本規程」を策定
- ・PC・タブレット・スマホからアクセス可能なITツールにより、オフィス、外回り、在宅いずれの環境からも情報を共有化
- ・独自システムを構築し、販売・在庫管理だけでなく、従業員の勤怠まで一元的な管理を実施
- ・遠方からの通勤を減らし、通勤時間・交通費を縮減

取り組みの効果

- ・遠方在住や子育て中であっても働きやすい職場を実現することにより、人材募集の幅が広がった。
- ・システムによる効率化だけでなく、従業員一人ひとりが効率的な働き方を意識するようになり、時間内に集中して業務を完了させる習慣が根付いてきた。

協力/埼玉県ウーマノミクス課

<https://www.pref.saitama.lg.jp/womenomics/torikumi/review/model/0114.html>

21. Company Information

→ **Saitoh Planning**

Trade name	Saito Planning Co., Ltd.
location	5-24-1 Tajima, Sakura-ku, Saitama City, Saitama Prefecture, 338-0837
Established	March 1993
Capital	30,000 thousand yen
Number of Employees	21 people (including part-time and casual employees)
board member	Representative Director Shinya Suzuki Director Akito Saito Director Masaki Kato
Business description	<ul style="list-style-type: none"> •Sales and maintenance support for toy vending machines (gacha, card, digital cabinet, etc.) •Various operational services outsourced •System provision, various data sales •Wholesale sales of toys, hobby products, amusement prizes, and science products •OEM manufacturing, planning and development contracting
Supplier	Takara Tomy Arts Co., Ltd., Sega Interactive Co., Ltd., Happinet Co., Ltd., Epoch Co., Ltd., Taito Corporation, Kitan Club Co., Ltd., IP4 Co., Ltd., SK Japan Co., Ltd., J Dream Co., Ltd., Banpresto Co., Ltd., Medicom Toy Co., Ltd.
Sales destination	Oto no Iwaizumi Co., Ltd. Gyokukodo Co., Ltd. Xebio Co., Ltd., JR East Retail Net Co., Ltd. Renaissance Co., Ltd., Central Sports Co., Ltd., Tokyu Sports Oasis Co., Ltd. Don Quijote Co., Ltd., Olympic Co., Ltd. Hakuhinkan Co., Ltd. Tokyu Hands Co., Ltd., Tower Records Co., Ltd., Lawson Store 100 Co., Ltd. AEON PET Co., Ltd. AEON Entertainment Co., Ltd., Ministop Co., Ltd., Aeon Cinema, Miraiya Bookstore Co., Ltd. Honda Sangyo Co., Ltd. (Joyful Honda), Shimachu Co., Ltd., Cainz Co., Ltd., Keiyo Co., Ltd. (Keiyo Day Two) Bic Camera Co., Ltd. Kojima Co., Ltd., Sofmap Co., Ltd., Yamada Denki Co., Ltd. Create SD Co., Ltd., Cocokara Fine Co., Ltd., Sundrug Co., Ltd., Fuji Pharmaceutical Co., Ltd., Welcia Pharmacy Co., Ltd., Seki Pharmaceutical Co., Ltd. Animate Co., Ltd., Geo Co., Ltd., Bunkyo Co., Ltd., Bunshindo Bookstore Co., Ltd., T2 Co., Ltd. (Secondhand Book Market), Via Holdings Co., Ltd., Anrakutai Co., Ltd., CCC Japan Co., Ltd., Inageya Co., Ltd.