

New Capsule Toy Series Aims to Satisfy Tourist Demand

GASHAPON® “Capsule-japon” Manekineko

**Available from capsule vending machines throughout Japan
starting in late December—new releases to follow thereafter**

Bandai Co., Ltd. (President & CEO: Masaru Kawaguchi, Head Office: Taito-ku, Tokyo) announces the release of a new series of capsule toys (a.k.a. GASHAPON) called Capsule-japon Manekineko, aimed at meeting strong domestic demand for souvenirs from tourists visiting Japan. The new toy, which comes in five different colors (each with a MSRP of JPY 300 including 8% consumption tax) will be available starting in late December 2017 throughout Japan from capsule vending machines in most stores where toys are sold.

This toy is a so-called capsule-less product, meaning it does not come in the protective plastic packaging that has given capsule toys their name. Instead the toy itself performs the function of the capsule. This makes it possible to offer larger products than previously possible with traditional capsule toys.

The body of the 10.5 cm-tall (when fully assembled) toy figurine contains the head, arm and other parts required to complete the simple assembly. This initial product launch comes in five colors: White, Red, Black, Green, and Pink. A second installment of designs and colors is scheduled for release in March 2018.



Product name	Capsule-japon Manekineko	Release date	Last week of December 2017, with new releases to follow in 2018
MSRP	JPY 300 each (including 8% sales tax)	Height	10.5 cm (fully assembled)
For ages	6+	Main material	ABS
Lineup	Available in five colors: White, Red, Black, Green, Pink		
Distribution	Capsule vending machines in stores where toys are sold		

Since 2013 Bandai has been developing capsule products aimed at the booming market for tourist souvenirs within Japan. The Capsule-japon Manekineko series is principally aimed at tourists for sale in Japan through capsule toy vending machines. In addition, in 2017 Bandai opened several official shops in locations popular with foreign tourists. These include TOKYO GASHAPON STREET in Tokyo Station's Ichibangai and GASHAPON SKY SHOP in Haneda Airport Domestic Terminal 1. Plans are also currently underway to market the product in four countries and regions overseas—Hong Kong, Taiwan, Malaysia and the Philippines—as well as to expand the market for capsule toys worldwide, especially in countries where consumers are not yet familiar with capsule toy vending machines.

GASHAPON web (Japanese): <http://gashapon.jp/>

Bandai website (English): <http://www.bandai.co.jp/e/>

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Note: Images for illustrative purposes only