



PRESS RELEASE

メガハウス

October 18, 2018



Announcing a new Rubik's Cube series from Japan!



CHARACTION CUBE



Featuring popular character designs with global appeal!



On sale starting late October 2018

MegaHouse (CEO: Iwao Okuyama, Head Office: Taito-ku, Tokyo), a subsidiary of Bandai Co., Ltd. (President & CEO: Masaru Kawaguchi, Head Office: Taito-ku, Tokyo), announces the upcoming launch of "CHARACTION CUBE," a new series inspired by the world-famous Rubik's Cube 3D combination puzzle, which MegaHouse has marketed in Japan under license since 1980. The series' initial lineup will feature 11 different character designs, to be released in stages starting late October 2018, each with an MSRP of JPY 1,814.

The original Rubik's Cube, which users must solve by returning each of its six faces to their original color, became an instant global phenomenon when it was released in 1980. In Japan, the puzzle has remained a perennial top-seller, with cumulative sales of over 13 million units (as of March 2018). Overseas, Rubik's Cube is experiencing its biggest resurgence since the 1980s, driven partly by viral videos of music, sports, and other celebrities solving the puzzle. It has also been increasingly popping up in movies and on TV.

To take advantage of this trend, MegaHouse has developed CHARACTION CUBE, a cross between a 3D combination puzzle and a character figure. The series features various popular Japanese character franchises such as DRAGON BALL SUPER, MOBILE SUIT GUNDAM, ONE PIECE, and HELLO KITTY. Each figure is rendered in an appealing super-deformed style and stands 85mm tall, with 7 component parts that can be rotated to solve the puzzle. Aimed at further boosting sales of Rubik's Cube in Japan, this groundbreaking series with global potential will be launching in Japan and various Asian countries this year and we anticipate our first year sales exceeding 150,000 units. The target demographic is girls and boys aged 15 and up.



▲CHARACTION CUBE initial lineup (11 character designs)



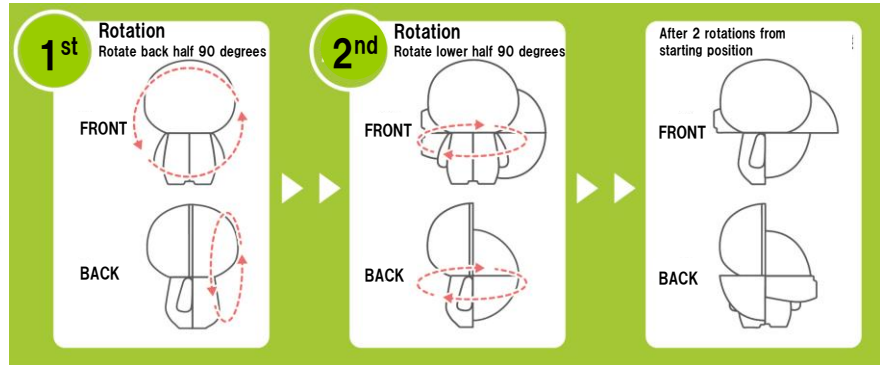
▲Rotating the parts

CHARACTION CUBE: Overview

Each CHARACTION CUBE is an 85mm-tall 3D puzzle consisting of 7 component parts. All figures are rendered in a simple yet distinctive super-deformed style that is uniform across the series, so they look great displayed side by side and are highly collectible.



Figure rotation visualization



▲ CHARACTION CUBE BONE BLACK (ORIGINAL)

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| CHARACTION CUBE DRAGON BALL SUPER SON GOKOU | CHARACTION CUBE DRAGON BALL SUPER FREEZA | CHARACTION CUBE MOBILE SUIT GUNDAM RX-78-2 GUNDAM | CHARACTION CUBE MOBILE SUIT GUNDAM MS-06F ZAKU II | CHARACTION CUBE NARUTO SHIPPUDEN UZUMAKI NARUTO |
| | | | | |
| CHARACTION CUBE ONE PIECE MONKEY D. LUFFY | CHARACTION CUBE ONE PIECE TONYTONY. CHOPPER | CHARACTION CUBE SANRIO HELLO KITTY | CHARACTION CUBE SANRIO GUDETAMA | CHARACTION CUBE YURU-I GEGE NO KITARO KITARO |

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|-----------------------|--|------------------|-----------|
| Product name | CHARACTION CUBE | | |
| Initial lineup | 11 character designs | | |
| MSRP (each) | JPY 1,814 (8% sales tax included)/JPY 1,680 (tax excluded) | | |
| Release date | Late October 2018 | Target age group | 15 and up |
| Figure height/weight | Approx. 85mm/60g | Materials | ABS,POM |
| Distribution channels | Toy stores throughout Japan and parts of Asia | | |

□ **MegaHouse website** : <https://www.megahouse.co.jp/>

Note: Information in this press release is current as of Oct 18, 2018 and is subject to change without prior notice.

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