

Spollup and Geta Productions Sign Business Alliance in the Gaming Business

Developing a new generation gaming platform that utilizes world-renowned game software produced by Geta Productions and Spollup's marketing expertise.

Spollup Co., Ltd. a digital marketing company focusing on EC business support, headquartered in Chofu City, Tokyo, CEO: Shinjiro Yamamoto, entered into a business alliance with Geta Productions, LLC, headquartered in Chofu City, Tokyo, CEO: Hideyuki Iwashita, on December 15, 2022. Planning to begin business development in the spring of 2023, utilizing Spollup's marketing system and game software that implements the world-renowned operability, game play, and entertainment value created by Geta Productions, led by the creators who won the E3 (Electronic Entertainment Expo) Awards, the world's largest computer game trade show, two years in a row.

Background of Business Alliance

With the corporate message of "Coaching, Operation, Creative," Spollup has been expanding its business by using various platforms to build a seamless relationship between producers and consumers by developing digital marketing business, media management business, and promotion event business, with a focus on EC business support. In order to achieve this, we have expanded our business by utilizing various platforms. Geta Productions core competence is the development of professional wrestling games, and the CEO Hideyuki Iwashita was the supervisor of the games developed by the American professional wrestling organization AEW. The WWF No Mercy game (for NINTENDO64) directed by Iwashita still has a passionate fan base around the world in 2022, more than 20 years after its release, and he still receives enthusiastic feedback from these fans on Facebook.

AEW's participation in the game development project was possible when the top wrestler Kenny Omega an enthusiastic fan of WWF No Mercy approached to Iwashita directly through social media.



This time, users from all over the world who participate in Spollup are the players. We will enter the game business with the aim to building a new-age gaming platform that will also become an audience. By this business alliance with Geta Productions, Spollup aims to build a stronger entertainment network with world-class wrestling games as its initial product. For Geta Productions, we are providing sales and marketing support in the company's efforts to develop domestic sales. We have built a good relationship with them as a business partner. We plan to develop a gaming platform for the new era by utilizing the world-renowned gaming software produced by Geta Productions and our marketing expertise. In addition, Spollup will expand its marketing network to brands and businesses that connect creators, players, and users.

<For inquiries from the press, please contact>

Spollup Co., Ltd. Manager: Kato TEL:042-426-7821 CEL:050-3590-7023 MAIL : admin@spollup.jp

【Comment from Hideyuki Iwashita, CEO of Geta Productions, LLC】

We are honored to be working with Spollup. Thanks to Spollup's efforts in the sales promotion of our ideal game development for domestic clients, we were able to achieve results that exceeded our plans, among our target audience. We were considering launching our own platform, but Spollup's proposal to work with us to build a service together was a decision we made based on our belief that it would generate synergies for both parties. I hope everyone can enjoy playing "AEW: Fight Forever" scheduled for release in 2023.



【Comment from Shinjiro Yamamoto, CEO of Spollup Co., Ltd.】

We are very pleased to be working with Geta Productions. We have been disseminating information on the products and services of many of our clients by launching specialized websites and utilizing various SNS, blogs, and curation. We decided to enter the game business in earnest out of a desire to create a service that communicates interactively with operators and players with an exciting world view and expression. I am grateful to have been able to develop and collaborate in this way from the relationship that supported sales and marketing activities. We are confident that we will be able to create wonderful games and services with Geta Productions.



About Spollup's Marketing Business

Spollup is a marketing company that utilizes various platforms to develop business in order to build a seamless relationship between producers and consumers. Working with creative partners throughout Japan, we support online marketing for various companies, municipalities, and brands by developing promotions that absorb the characteristics and needs of each region as much as possible.

EC Support Business

Utilizing promotion knowledge on Rakuten market and Amazon Japan, we provided consulting, production, and SNS marketing for a total of more than 200 online stores. Using a unique method derived through repeated trial and error, we achieved a high rate of success in providing business support and increasing store customer traffic. There is also a track record of increasing sales by more than 30 times in 10 months at a local food and beauty store of Rakuten market. Currently developing our own antenna store type Rakuten site Early Getter.



Media Management Business, Promotional Event Business

As part of our own media development in various genres such as sports, music, and gourmet foods, the company built relationships with users through niche communities utilizing SNS and online salons. We also specialize in O2O (Online to Offline = measures to attract consumers from online to offline) promotions, such as using our media transmission capabilities to attract customers and hold events to enjoy gourmet food along with entertainment content.

Business partners (partial)

We are supported by a wide range of clients, including major companies in Japan and overseas, as well local governments.

Rakuten Group, Inc., Amazon.com, Inc., GMO Internet, Inc., Fan Communications, Inc., Linkshare Japan, Inc., TBS Television, Inc., Nippon Television Network Corporation, TV Asahi, Inc., Nihon Bungeisha Co., Ltd., Mizuno Corporation, Fairplay Records LLC, Chofu Chamber of Commerce and Industry, Kanazawa Central Wholesale Market, Yano Research Institute (in no particular order)

About future development

Starting with this entry into the game business, Spollup will accelerate into the entertainment business and expand its interactive platform business. By accumulating creative knowledge in a variety of genres, Spollup aims to build a "more enjoyable" relationship between producers and consumers by, for example, holding large-scale O2O promotional events.

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About Geta Productions, LLC

【Company Profile】

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Company Profile

Company name: Geta Productions, LLC

Head office: Chofu City, Tokyo

Representative Director: Hideyuki Iwashita

Business: Game software development and sales

Establishment: September 9, 2019

Media Achievements

It's not just about realism! What we're aiming for is a wrestling game that's fun to play! 『AEW: Fight Forever』

<https://sites.google.com/view/aew-fightforever/%E3%83%9B%E3%83%BC%E3%83%A0/AEWFightForever01?pli=1>

(AEW official site／2022.11.02)

『AEW: Fight Forever』 Interview. Kenny Omega joined the development team to create this one for the fans, created by a staff that knows wrestling games inside and out. 【TGS2022】

<https://www.famitsu.com/news/202209/29277393.html>

(famitsu.com／2022.09.29)

Official game of the professional wrestling organization AEW announced. Developed by Yuke's and supervised by Hideyuki Iwashita of the "Virtual Pro Wrestling" series.<https://automaton-media.com/articles/newsjp/20201111-142985/>

(AUTOMATON／2020-11-11)

About Spollup Co., Ltd.

【Company Profile】

Company name: Spollup Inc.

Head Office: 204, Grace Maison Yanaka N, 1-43-2 Fuda, Chofu-shi, Tokyo

Representative Director: Shinjiro Yamamoto

Business description: Website production business, advertising agency business, media management business, event planning and management business

Established: March 7, 2017

HP : <https://spollup.jp/>

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