Kodansha Company Profile
2016-2017

Head Office
2-12-22, Otowa, Bunkyo-ku
Tokyo 112-8001 Japan
Tel: +81-3-3946-3111 (switchboard)

Affiliated Companies/Organizations
Kodansha Co., Ltd.
King Record Company Ltd.
Nikkan Gendai Co., Ltd.
Star Sega Company
Tanka Kenkyusha Co., Ltd.
Kodansha Editorial Inc.
Kodansha Scientific, Ltd.
Kodansha BC Ltd.
Kodansha Comic Create Co., Ltd.
Kodansha Gakugei Create Co., Ltd.
Kodansha PAC Co., Ltd.
Toyokuni Printing Co., Ltd.
Daichi Tsushinsha Inc.
Otowa Building.
Daichi Paper, Inc.
Kodansha Business Partners Co., Ltd.
Kodansha Human Network Co., Ltd.
Kodansha Busico Co., Ltd.
Noma Cultural Foundation
The Japan Forum
Noma Institute of Education Research
(Overseas)
Kodansha Beijing Culture Ltd.
Beijing Hurricanes Culture LTD.
Kodansha USA, Inc.
Kodansha USA Publishing LLC
Vertical Inc.
Kodansha Advanced Media LLC
Kodansha Europe Ltd.
Kodansha Taiwan Media Group, Co., Ltd.

Company Profile 2016-2017

KODANSHA
Creating “the most entertaining and edifying contents in the world,” and bringing them to wide audiences. That is our aspiration.

Kodansha’s aims have always remained unchanged since its foundation: everything we publish should be of practical use and enrich people’s lives, and to contribute to the prosperity of society and world peace.

In recent years, the range of platforms available for distributing our contents is growing rapidly. There is the international publishing to bring our contents overseas, the expanding digital contents business such as e-books, and the licensing business for TV, movie and anime adaptations, which has developed into a core business.

Motivated by the “joy of creating books,” the essence our origin, and always keeping in mind to create “the most entertaining and edifying contents in the world,” every one of us at Kodansha is committed to making every content we publish memorable, with books and magazines at its core.

And we sincerely look forward to continue earning the support of the reading public.

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Words of Founder Seiji Noma

- Public taste is our guide.
- The three core company credos: integrate and unify; integrity and hard work; think thoroughly and from all angles.
- Change is everything. Without change, there is no progress. Change illuminates the way to progress.
- The essence of magazine is everything.
- Consider all the effects before making a move.
- Think, think, then think again. Devise, devise, then devise again.
- Good editors never hog the limelight. Their job is to bring the talents of others to light.
- Whatever we publish must entertain and edify.

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Company Overview

<table>
<thead>
<tr>
<th>Company Name: Kodansha Ltd.</th>
<th>President: Yoshinobu Nomura</th>
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<tbody>
<tr>
<td>Full-Time Employees: 360 (as of March 1, 2018)</td>
<td>Established: November 1929</td>
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<tr>
<td>Capital: 100 million yen</td>
<td>Annual Sales: 114.8 billion yen (FY2015)</td>
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Kodansha’s “Print” Titles/Copies (FY2015)

<table>
<thead>
<tr>
<th>Number of Titles</th>
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<tbody>
<tr>
<td>Books: 1,775</td>
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<td>Magazines: 1,174</td>
</tr>
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<td>Comics: 1,697</td>
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Total Area of Kodansha Office Buildings

62,358 m²

Approximately 1.3 times the size of the Tokyo Dome, whose building area is 46,255 m².

Kodansha in Numbers

Total Copies Published

332 million

With books, magazines and comics combined, a total of 2.7 billion copies are published as “print publication” in Japan (FY2015, estimate by The Research Institute for Publications). Kodansha’s 332 million copies account for approximately 12% of the total.

Kodansha publishes approximately 12% of overall print publications in Japan.

Kodansha’s “Electronic” Titles (As of the end of 2015)

| Books: 9,800 |
| Comics: 17,000 |

90% of the books (excluding children’s books) and comics Kodansha published in 2015 are available in electronic format.

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Books in Library and Reference Center

377,510

(As of March 1, 2014)

A relatively large public library in Tokyo’s 23 wards usually has some 200,000 books. Not only does Kodansha’s Library and Reference Center have a larger inventory, it is also growing by almost 1,000 books every month.

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Employee Cafeteria Menu

121

From set-menu to individual dishes, rice balls, bread, and beverages, 121 items are available.

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Planted Area in Atrium Building

251 m²

With over 30 species of plants, it is said to be one of Tokyo’s largest and best-stocked indoor gardens in an office building.

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Age of Main Office Building

82

The main office building was completed in 1934, while the high-rise and atrium buildings were completed in 2000.

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Photo Studios

11 total

Approximately 920 m² in total

Some are “chicken studios” where food and cooking photos can be taken.
Increasing titles and boosting simultaneous releases.

By the end of 2015, Kodansha has made 12,000 comics and 9,800 books available as e-books. The number of our e-book titles has increased by approximately 315% compared to 2012. We will continue to make more publications available in e-books, while aiming to release print and electronic editions of magazines simultaneously not only in Japan but also overseas.

### E-Books

<table>
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<tr>
<th>Comics</th>
<th>Books</th>
</tr>
</thead>
<tbody>
<tr>
<td>17,000</td>
<td>9,800</td>
</tr>
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#### International Licensing

Kodansha has licensing partners around the world. Currently, our comics, books, and magazines, as well as our contents’ TV/movie adaptations and merchandise, are available in over 40 countries and regions. The US, China, France, Taiwan, and South Korea are the major markets for our licensed products.

#### TV/Movie/Anime Adaptations

In 2011, 26 Kodansha titles were adapted to movies, TV dramas and anime. But in 2015, the number of such titles has increased drastically to 55. In recent years, some Kodansha titles are also being adapted to stage plays. Adaptations works are often released as DVDs and Blu-rays.

#### Merchandising

We are active in creating goods that are true to the world of Kodansha titles, including those adapted to TV shows and movies. The range of our licensing products has been expanding. In addition to the traditional items like action figures and key holders, we have been collaborating with fashion and cosmetic brands in recent years to create bona fide bags and cosmetics.

Providing “the entertaining” in various formats

The “entertaining and edifying” contents created by Kodansha are available in various formats, now traveling across borders to a wide range of countries and regions. In June 2012, Kodansha established a system to publish new books in electronic format within one month of their print release. Since then, Kodansha is also very active in licensing business for products such as comics, books, magazines, TV/movie adaptations, and merchandising, both in and out of Japan.
Comic books published by Kodansha Comics (KC) have won numerous awards.

Recent Award-Winning Titles

**Attack on Titan**
- 35th Kodansha Manga Award
- This Manga is Amazing!: 2011, Male Category 1st place
- 2011 All Japan Bookstore Employees’ Choice 1st place
- 51st JAPAN Award 2015, Manga Category 1st place

**Chihayafuru**
- 2009 Cartoon Grand Prix
- 35th Kodansha Manga Award
- This Manga is Amazing!: 2011, Female Category 1st place

**A Silent Voice**
- 19th Tezuka Osamu Cultural Prize
- 2015 Cartoon Grand Prix 3rd place
- This Manga is Amazing!: 2011, Male Category 1st place

**Shouwa Genroku Rakugo Shinju**
- 38th Kodansha Manga Award
- The Agency of Cultural Affairs 7th Japan Media Arts Festival, Manga Division Excellence Award

**Uchu Kyodai/Space Brothers**
- 56th Shogakukan Manga Award
- 35th Kodansha Manga Award
- 18th Tezuka Osamu Cultural Prize

**Moeyasimon: Tales of Agriculture**
- 56th Shogakukan Manga Award
- 35th Kodansha Manga Award
- 18th Tezuka Osamu Cultural Prize

**Vega Bend**
- The Agency of Cultural Affairs
- 4th Japan Media Arts Festival, Manga Division Grand Prize
- 25th Kodansha Manga Award
- 6th Tezuka Osamu Cultural Prize

**Saint Onilcan/Saint Young Men**
- This Manga is Amazing!: 2005, Male Category 1st place
- 13th Tezuka Osamu Cultural Prize

**Daitya no Ace/Ace of Diamond**
- 53rd Shogakukan Manga Award
- 36th Kodansha Manga Award

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**COLUMN 3**

Kodansha’s manga masterpieces

Since 1963, Kodansha Comics titles have captivated imaginations of die-hard fans with such immortal sports tales as *Norakuro*, *Kyoushitsu no Hashi*, and *Candy Candy*, and romance adventure like *Sailor Moon*. *Sailor Moon*, whose catchphrase, “In the name of the moon, I will punish you!” fascinated girls in Japan and around the world.

From kids to adults, Japan’s “manga” is enthralling the world.

The word “manga” is now internationally recognized, and this Japanese culture has avid fans around the globe. Kodansha was cultivating the genre even before the WWII. We are now offering more variety in this genre, bringing out such titles as Attack on Titan, Chihayafuru, Fairy Tail, and Noragami, and getting them to manga fans around the world.
Boys’/Men’s Comic Magazines

- Weekly Shonen Magazine Weekly
- Young Magazine Weekly
- Monthly Shonen Magazine Monthly
- Monthly Afternoon Monthly
- Monthly Shonen Edge Monthly
- Monthly Morning two Monthly
- Monthly Young Magazine Monthly
- Monthly Young Magazine the 3rd even Monthly
- Shonen Magazine R even Monthly

Girls’/Women’s Comic Magazines

- Morning Weekly
- Giant! Weekly
- GO MAN GO!
- Evening Monthly
- Shonen Magazine Edge Monthly
- monthly
- Shonen Friend Monthly
- Nakayosi Monthly
- Dessert Monthly
- Bessatsu Friend Monthly
- Kiss Monthly
- BE LOVE Monthly
- ARIA Monthly
- ITAN Monthly
- Shonen Magazine R Monthly
- Monthly Young Magazine Monthly
- Monthly Young Magazine the 3rd Monthly

MANGA Magazines
Kodansha has published numerous bestsellers and high-profile novels, regardless of genre, including the authentic literature piece Norwegian Wood (1987), the popular entertainment novel A Man Called Pirate (2012), and the historical literature piece Shinran (2010-2014). Our titles include many winners of major literary awards. The 15th Haruki Murakami winner Ayu (2015), and the 54th Asahi Shimbun prize winner Kan’iti (2016), are some of the recent examples.

**Literary Fiction**

Although the hit of Otama no Rado Tato (2012) is still fresh in memory, we also have big-sellers such as the Household Budget book with Essence Recipes (first published in 1988), and Oe Tatsuko’s Men (first published in 1976). For those two, we are releasing a new edition every year. Kodansha offers new titles in every genre, including cooking recipes, health, and weight control, etc.

**Lifestyle and Practical Guides**

We have a treasure trove of big-sellers, including The Cat That Ate a Million Times (1977), which has remained popular for almost 40 years. In addition to picture books, we publish books for children and young adults, introductory, and Japanese edition of Disney books. Our recent hits include Ugoku Zukan MOVE (2011), Frozen Delicious and Mama ga Obare ni Noritetta! (2015).

**Children’s Books**

Kodansha has been releasing monumental-scale works of memoirs, biographies, serious nonfiction, business books and criticism, including the reissuing big-seller: Note-Che: The Little Girl at the Window (1981), and His One’s Perfect (1998). The Japanese translation of the book Steven Aoki (2015) was also a tremendous hit.

**Essays and Academic Books**

From Kodansha Bunko, started in 1971, to Kodansha Bunko, started in 2015, we offers a number of Essay Fiction series catering to the various tastes and interests of the reading public. Other series in this genre are Bungaku Bunko, Novelli, BDX, X Bunko White Heart, and Lesouve Bunko. In academic books and nonfiction genre, Kodansha offers Gendai Shoboo Series, started in 1984, and Blue Bunko, specializing in science, as well as Gakakutsu Bunko, Shosei Reiter, Shinsha Shoboo, and Plus Bunko. Our children’s literature series Asakusa Bunko is also very popular.

**Paperback Series**

Kodansha’s first bestseller was this urgently-published book. For a while after our foundation, we mainly published magazines, but our first bestselling book, which sold 460,000 copies, was Fujiko Fujio’s Doraemon (1925). It was published one month after the Great Kanto Earthquake, and our editorial committee sent the readers.
Column 4

Kodansha magazines are also popular overseas.

COLUMNS 4

Kodansha magazines are also popular overseas. Their foreign editions are published in China, Taiwan, Hong Kong, and other places, becoming the hubs for trend-setting Asian girls. Otona no Shumatsu is also widely-read, reflecting the popularity of Japanese-style ‘food and eating’ culture.

Reflecting the era. Mirroring the society. Koda nsha’s Magazines.

Kodansha’s history started with magazine publishing, with such founding publications as Yukben and Kodan Club. Now, we offer magazines of every variety, from literature to general information, women’s, children’s, and more. They are enjoying great popularity overseas, mainly in Asia.

MAGAZINES
Community Outreach

The Kodansha Noma Memorial Museum

The museum collection is comprised of paintings by early modern Japanese masters such as Ikkosai Yoshidatokuhiko Kanada and Sakaiho Ikeda, important manuscripts and paintings from the history of Japanese society, such as the Japanese Eye, and notable Watercolors by Takanobu Shimada. The museum often holds exhibitions around these themes of inflection. There is a lounge overlooking the museum garden, frequented by the general public.

Reforestation Projects

Kodansha began its reforestation projects in 1998. We currently own and manage 500 hectares in southern Australia near Melbourne, and another 756 hectares in southern New Zealand. In New Zealand, where we took over a 10-year reforestation project, harvesting and shipping have started already. In Australia, where we started the project from the scratch 10 years ago, harvesting and shipping have just started in 2016. The two projects combined will provide and ship 10,000 tons of chips annually, accounting for 10% of the wood pulp being used for Kodansha publications. We are the first publisher in Japan to be certified by the Ministry of Forestry and Forest Products. We are focusing on environmentally-friendly paper procurement.

Awards

Recognizing exceptional talent, contributing to publishing

Kodansha Manga Awards
Sponsor: Kodansha
Monetary Prize: 1.5 million yen each

Kodansha Non-Fiction Award
Sponsor: Kodansha
Monetary Prize: 1.5 million yen

Kodansha Essay Award
Sponsor: Kodansha
Monetary Prize: 1 million yen

Kodansha Science Publication Award
Sponsor: Kodansha
Monetary Prize: 1 million yen

Kodansha Publishing Culture Award
Sponsor: Kodansha
Monetary Prize: 1 million yen each

Kodansha’s awards are given to the art world in each of science, cinema, society, science publishing, illustration, photography, book design, and as the Noma Prize for the Promotion of Reading (1971), in the honor of Kodansha’s former president Shoichi Noma, who endowed the project.

The Noma Prize for the Promotion of Reading

In recognition of individuals in the fields of literacy and book culture in their communities and workplaces. The prize, awarded by the Japan Council for the Promotion of Reading, was renamed as the Noma Prize for the Promotion of Reading in 1971, in the honor of Kodansha’s former president Shoichi Noma, who endowed the project.

The Noma Cultural Foundation

The foundation provides research grants and scholarships for graduate students in Japan.

Noma Dojo

Believing in the idea of "the way to become a world-class" to Kodansha's 1st president Seiji Noma established the Noma Dojo within the company premises, encouraging the practice of martial arts. Its aim remains allowing today, and more than 20,000 people practitioners join the all-year-round morning sessions annually.

The Cultural Projects

The Noma Literary Translation Fund

The fund was established to commemorate Kodansha's 10th anniversary and the 20th anniversary of the Noma Award for the Translation of Japanese Literature. It assists overseas publishers delay the cost of publishing translations of Japanese books, in an effort to introduce Japanese literature to a wider international audience, and to enhance mutual understanding between Japan and other countries.

Joe Kobayashi

Characters of people used at Kodansha, developing their mind and body through discipline

"Kodansha’s company strive to be "Mentor. " Our founder Seiji Noma established the Noma Dojo to put his educational philosophy into practice, bring a few boys and girls every year (mostly between the ages of 14 and 19). In addition to working hard at their jobs, they were given opportunities to develop academic and sports skills, as well as writing and speech-making skills. A total of some 1680 boys and girls had worked at the department in the past 30 years until 1982, when the last training was held.

Reading Promotion “Storytelling Troupe”

Promoting a love of books among our children from a young age. That was the motivation behind Kodansha’s “Play with Books Storytelling Troupe,” started as a commemorative project to mark our 80th anniversary in 1999. Every month since then, two trucks loaded with books—one pink and another blue—have been visiting kindergartens, day cares, elementary schools and Baratas all over Japan, completing its nationwide tour every two years. Currently on its 9th tour, the Storytelling Troupe has visited 19,000 locations by December 2015. The distance it has traveled is equivalent to more than 10 times around the globe. Our trucks carry more than 500 children’s books, and are popular everywhere they go! With the help of volunteers, the “Story Troupe” staff not only reads books to children but also performs picture-story shows, often welcomed with beaming smiles. Our Storytelling Troupe is a place for children throughout Japan to discover fun books.

Chinese Publisher Internships

In collaboration with China’s State Administration of Press, Publication, Radio, Film and Television. Kodansha is accepting interns from China. They learn about Japanese publishing and acquire practical skills in our summit worldwide program, eventually returning to China and becoming successful career in publishing there.

Caring for the Environment

In addition to the above efforts, Kodansha has adopted a system to reduce environmental impact of its product distribution. We proactively utilize low-emission vehicles and hybrid vehicles, and organize joint distribution with affiliated companies. Further, we have created a structure to ensure that each of our divisions adhere to environment-related regulations of issuing.

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Boys used to work at Kodansha, developing their mind and body through discipline

"Kodansha’s company strive to be "Mentor. " Our founder Seiji Noma established the Noma Dojo to put his educational philosophy into practice, bring a few boys and girls every year (mostly between the ages of 14 and 19). In addition to working hard at their jobs, they were given opportunities to develop academic and sports skills, as well as writing and speech-making skills. A total of some 1680 boys and girls had worked at the department in the past 30 years until 1982, when the last training was held.

Contributing to society through nurturing people and culture, and caring for the environment.

Through publishing business, Kodansha aims to nurture talents, foster culture, and support sustainable development of society.

From the nationwide promotion of children’s reading, to providing scholarships, and reforestation projects, Kodansha is engaged in a wide range of CSR activities.

CSR Activities

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KODANSHA COMPANY PROFILE

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