



**KANAMEL**

CORPORATE BROCHURE

# COMPANY PROFILE

Company Name	KANAMEL Inc.
Management	Representative Director & Group CEO Yasuhito Nakae Representative Director & Group COO Hiroaki Uekubo
Established	January 4, 2017
Capital	5,074,292,000 yen
Sales	68.19 billion yen(Consolidated, FY ended Dec. 31, 2023)
Employees	155(Non-consolidated) 1,678(Consolidated) *As of Dec. 31, 2023
End of Accounting Period	December 31
Office	Tennoz Central Tower 13F, 2-2-24, Higashi-shinagawa, Shinagawa-ku, Tokyo 140-8663, Japan +81-3-5495-7575(representative)
Scope of Business	Management of subsidiaries that provide communication plannings, consulting, and other services with a focus on creativity
URL	<a href="https://kanamel-inc.com/en/">https://kanamel-inc.com/en/</a>

# HISTORY

AOI TYO Holdings, a joint holding company established in 2017 through the integration of AOI Pro. and TYO, changed its name to KANAMEL in April 2024.

Our company name “KANAMEL” comes from the word “KANAME,” meaning the key, linchpin, or cornerstone or the main point of something. As a group of "people" who are creating the future for companies and society, we will continue to take on the challenge of providing important and essential “cornerstones” and doing so with craftsmanship.

- |           |   |   |
|-----------|---|---|
| Jan. 2017 | • | AOI TYO Holdings Inc. established by integrating AOI Pro. Inc. and TYO Inc.   |
| Jan. 2021 | • | TREE Digital Studio Inc. and xpd Inc. established in group restructuring.<br>Head office moved to Higashi-shinagawa, Shinagawa City, Tokyo.   |
| Sep. 2021 | • | Delisted from the First Section of Tokyo Stock Exchange due to MBO.   |
| May 2022  | • | Added Field Management Inc. as a group company.   |
| Jan. 2023 | • | Group companies Field Management Inc. and xpd Inc.<br>integrated to create communication design company FIELD MANAGEMENT EXPAND Inc.<br>and strategy consulting firm FIELD MANAGEMENT STRATEGY Inc. |
| Apr. 2024 | • | Changed company name to KANAMEL Inc.  |

# KANAMEL GROUP

Share of the Japanese  
TV commercial  
Production Market

## No.1

More than 2,000 TV commercial  
productions annually

Production of one in three  
commercials on air

Net Sales

## 68.19

billion yen  
(FY2023)

Consolidated Subsidiaries

## 26

(As of the end of December 2023)

Group Employees

## 1,678

(As of the end of December 2023)  
About 1,400 are engaged  
in creative work

Experience and  
Expertise

More than  

## 60

 years

Expansion overseas

## 7

 countries

Offices for marketing and  
communications companies and  
production companies have been  
established in Asia and  
North America

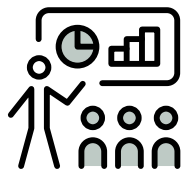
## GROUP COMPANIES

Domestic	Domestic Companies					Overseas	Overseas Companies	
	AOI Pro.	tyo	FIELD MANAGEMENT STRATEGY	FIELD MANAGEMENT EXPAND	FIELD MANAGEMENT HUMAN RESOURCE		thinkTank	K&L
	tree Digital Studio	C3 FILM Co., Ltd.	tko	K&L	MAZRI		SUBSET STUDIO	[ stadium ]

# KANAMEL GROUP

## OUR COMPETITIVE EDGES

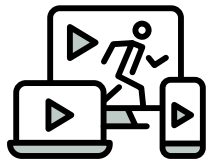
In line with our purpose of “Making the world into a brighter place through the power of creation,” we offer a wide range of solutions from devising strategies to content production when needed as a company that provides “cornerstones” through our creativity and craftsmanship.



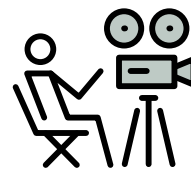
Strategic Consulting



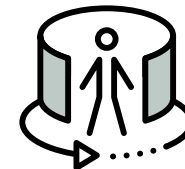
Devising Marketing  
Strategies



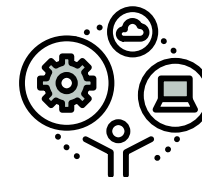
Advertising Video



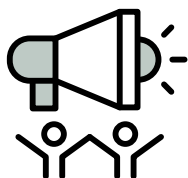
Feature Film /  
TV Drama / Stage



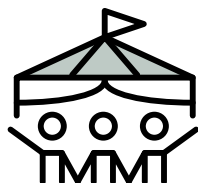
xR Content



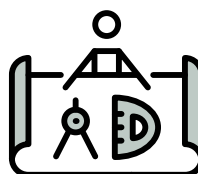
Digital Solution



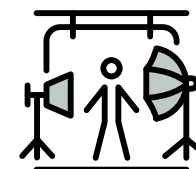
PR



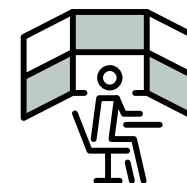
Event



Spatial Design



Shooting Studio



Editing Studio

# PURPOSE

## OUR PURPOSE

Making the world into a brighter place  
through the power of creation.

## STATEMENT & TAGLINE

We tell stories.

We give shape to the future.

We refine those stories.

We finish them.

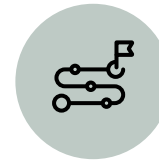
Creation that makes beginnings.

Craftsmanship that takes responsibility,  
down to the last detail.

We are the key people who make it happen.

**Creating, Crafting. Futures**

## OUR VALUE



O1 LOVE A GOOD CHALLENGE.



O2 WORK CREATIVELY.



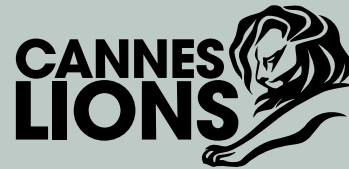
O3 ALWAYS PROTECT YOUR TEAM.



O4 CRAFT IS EVERYTHING.

# AWARD

Our works have garnered numerous awards including Grand Prix at the Cannes Lions, Palme d'Or at the Cannes International Film Festival, and Grand Prix for the sixth year in a row at Japan's most prestigious creative award, ACC Tokyo Creativity Awards.



# SUSTAINABILITY

The KANAMEL Group defines sustainability as contributing to the sustainable development of society and stakeholders through business activities in line with the Group's purpose.

The Group will work to confront social issues and create a sustainable society in which the Group, society, and stakeholders are connected and grow together.



We are working on composting food scraps from meals on set