



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	5,000,000,000 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	https://kanamel-inc.com/en/

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. 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. integrated to create communication design company FIELD MANAGEMENT EXPAND Inc. and strategy consulting firm FIELD MANAGEMENT STRATEGY Inc.
- Apr. 2024 • Changed company name to KANAMEL Inc.

KANAMEL GROUP

<p>Share of the Japanese TV commercial Production Market</p> <hr/> <p>No.1</p> <p>More than 2,000 TV commercial productions annually</p> <p>Production of one in three commercials on air</p>	<p>Net Sales</p> <hr/> <p>68.19</p> <p>billion yen</p> <p>(FY2023)</p>	<p>Consolidated Subsidiaries</p> <hr/> <p>26</p> <p>(As of the end of December 2023)</p> <p>Group Employees</p> <hr/> <p>1,678</p> <p>(As of the end of December 2023)</p> <p>About 1,400 are engaged in creative work</p>	<p>Experience and Expertise</p> <hr/> <p>More than</p> <p>60 years</p>	<p>Expansion overseas</p> <hr/> <p>7 countries</p> <p>Offices for marketing and communications companies and production companies have been established in Asia and North America</p>
--	---	--	---	--

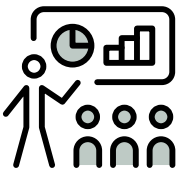
GROUP COMPANIES

Domestic					
					
Overseas					
					

KANAMEL GROUP

OUR COMPETITIVE EDGES

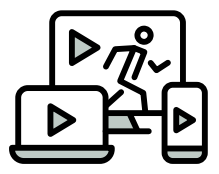
In line with our purpose of “Making the world into a brighter place through the power of creation,” we offer a wide range of solutions from devising strategies to content production when needed as a company that provides “cornerstones” through our creativity and craftsmanship.



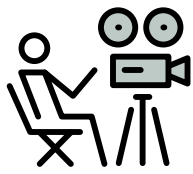
Strategic Consulting



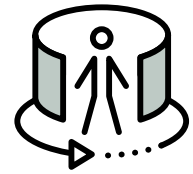
Devising Marketing Strategies



Advertising Video



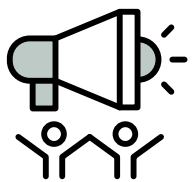
Feature Film /
TV Drama / Stage



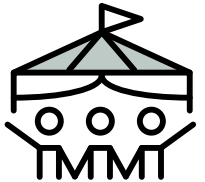
xR Content



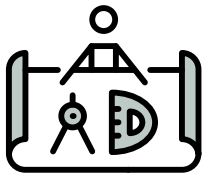
Digital Solution



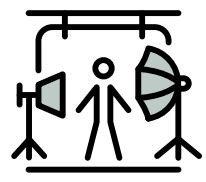
PR



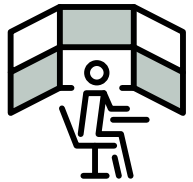
Event



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.

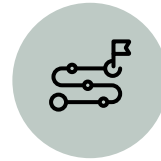
Creation that makes beginnings.

Craftsmanship that takes responsibility, down to the last detail.

We are the key people who make it happen.

Creating, Crafting. Futures

OUR VALUE



01 LOVE A GOOD CHALLENGE.



02 WORK CREATIVELY.



03 ALWAYS PROTECT YOUR TEAM.

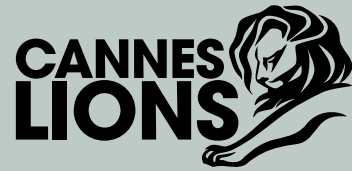


04 CRAFT IS EVERYTHING.

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.

Number of Awards
More than
800
in the past
5 years



NEWYORKFESTIVALS®



ADFEST

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