

Value Creation Process

Driven by our shared values of Creativity is Genesis × Always Proactive, Always Pioneering, we will create new captivating experiences while expanding our business domain and transcending genres and national borders by powerfully implementing a value creation cycle consisting of our four strengths. We will maximize the impact that entertainment can have on society, and while striving to curb the negative impact, we will continue to provide both social and economic value and pursue the maximization of corporate value.

Further enhancing strengths through the value created

