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BREAKING THE MOLD, *One Toy at a Time*

CONTENT BY THE WORLD FOLIO

THE INNOVATIVE TOY AND GAME MAKER IS GOING GLOBAL WITH BIG DREAMS.

By Paul Mannion and Cian O'Neill

X PLUS isn't just in the business of toys and games—it brings joy to people's lives and brightens their world. "Our mission is to be 'the company of the world, by the world, for the world,'" says Takao Ohashi, chairman and CEO. And nowhere is this mission clearer than in the company's passion for crafting products that resonate globally.

Originally an apparel company, X PLUS pivoted to focus on lifestyle goods and has since carved out a niche in the collectibles and gaming markets. The company's Shonen-RIC e-commerce platform is a treasure trove of beloved characters, including intricately designed Godzilla figures that delight fans worldwide. Meanwhile,

its foray into gaming, starting with Smelter, embraces simplicity and creativity, producing indie games that prioritize fun over flash.

"Gaming is evolving," Mr. Ohashi notes, "but we focus on creating leisure-time experiences. We want our games to help people relax."

With a subsidiary in Texas already importing products from beloved Japanese intellectual properties to the U.S. and its game development hub in

Saga, Japan, X PLUS is growing fast. Not content to stop there, the company is investing in environmentally friendly jute-based products, cutting-edge 3D modeling and even artificial intelligence (AI) tech, including avatars.

"By 2036, I see X PLUS as a truly global player," Mr. Ohashi shares. "And maybe my AI avatar will handle 80 percent of my work!"



"Our philosophy is honesty, sincerity and creativity."

Takao Ohashi
Chairman & CEO,
X PLUS Company Limited



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