



ORIX Invests in Capsule Toy Specialty Store Operator LULUARQ

TOKYO, Japan – April 24, 2025 – ORIX Corporation (“ORIX”) announced today that it has acquired all shares of LULUARQ Inc. (“LULUARQ”), a company engaged in the operation of capsule toy specialty stores and amusement facilities.

LULUARQ entered the capsule toy vending machine business in 1980 and pioneered in the industry to launch capsule toy specialty stores in 2014. The company now operates capsule toy stores nationwide, including its flagship brand “Gachagacha no mori”^{*1}.

Capsule toy stores sell a wide variety of capsule toys, such as character goods from popular anime, as well as realistic figurines of food, animals, and insects. These stores are located in commercial complexes such as shopping malls and shopping streets. Among them, Gachagacha no mori receives strong support from customers of all ages, from



Gachagacha no mori Umeda Chayamachi Store

children to adults, thanks to its attractive product lineup made possible by the company’s robust network with major toy manufacturers, and its bright, welcoming store design.

Additionally, the capsule toy vending machines in-store are equipped with sensors that monitor sales volumes. These allow for same-day restocking from logistics warehouses to each store 365 days a year, establishing a store operation system that ensures a constant supply of appealing products.

The capsule toy market in fiscal 2024 was valued at approximately 141 billion yen at the manufacturer shipment level^{*2}, a 20% increase from the previous year. The market is expected to continue growing at a strong pace. Through this investment, ORIX will support the company’s business growth by strengthening recruitment including for store development, accelerating new store openings, and enhancing store operations and logistics efficiency by leveraging sales data. Furthermore, we aim to build a robust governance structure and a highly competitive business organization by applying the know-how accumulated through our past business investments.

ORIX will continue to leverage its management expertise, cultivated through years of business investment, to support the further expansion of businesses and industries expected to grow in response to changes in social structures and consumer activity.

^{*1} [Gachagacha no mori Website](#) (in Japanese)

^{*2} Source: [Japan Capsule Toy Association, “Fiscal 2024 Capsule Toy Market Trend Survey Results”](#) (in Japanese)

■ Overview of the company

Name	LULUARQ Inc.
Address	3-30-23 Matsushima, Higashi-ku, Fukuoka
Established	June, 1968
Representative	President and CEO Shinji Nagatomo
Number of employees	956 (as of October 2024)
Description of business	Operation, planning, and development of amusement facilities; operation, planning, and development of capsule toy stores

Contact Information:

Investor Relations and Sustainability Department

ORIX Corporation

Tel: +81-3-3435-3121

About ORIX Group:

ORIX Group (ORIX Corporation TSE: 8591; NYSE: IX) was established in 1964 and has grown from its roots in leasing in Japan to become a global, diverse, and unique corporate group. Today, it is active around the world in financing and investment, life insurance, banking, asset management, real estate, concession, environment and energy, automobile-related services, industrial/ICT equipment, ships and aircraft. Since expanding outside of Japan in 1971, ORIX Group has grown its business globally and now operates in around 30 countries and regions across the world with approximately 34,000 people. ORIX Group unites globally around its Purpose: “Finding Paths. Making Impact.” combining diverse expertise and innovative thinking to help our world develop in a sustainable way.

For more details, please visit our website: <https://www.orix.co.jp/grp/en/>

(As of September 30, 2024)

Caution Concerning Forward Looking Statements:

These documents may contain forward-looking statements about expected future events and financial results that involve risks and uncertainties. Such statements are based on our current expectations and are subject to uncertainties and risks that could cause actual results that differ materially from those described in the forward-looking statements. Factors that could cause such a difference include, but are not limited to, those described under “Risk Factors” in the Company’s annual report on Form 20-F filed with the United States Securities and Exchange Commission and under “(4) Risk Factors” of the “1. Summary of Consolidated Financial Results” of the “Consolidated Financial Results April 1, 2023 – March 31, 2024” furnished on Form 6-K.