

The logo for Abracadabra, featuring the word "abracadabra" in a lowercase, sans-serif font, centered within a thin black rectangular border.

## ABRACADABRA INC.

---

### Company Description

**We want to deliver fun, interesting, and inspiring experiences to people all over the world, regardless of language or where they live.**

**Creating with the world; enjoying with the world.**

**This is our mission statement.**

#### **The Power of Ingenuity**

We at Abracadabra believe that our ingenuity lies in three key aspects:

Creation: The power to bring about new ideas and products

Imagination: The ability to understand our clients' needs and explore the nearly endless possibilities.

Collaboration: The cumulative efforts of everyone, from our diverse staff to the creators, clients, and partners with whom we create projects.

#### **Overcoming barriers**

Our diverse staff allows us the benefit of a variety of viewpoints stemming from all over the world. Through our combined effort, we can overcome any language barriers or problems.

#### **Output fueled by our otaku obsessions**

It's precisely because we are such passionate fans that we can provide content that is truly sought after. We strive to purely convey things we genuinely find enjoyable.

#### **Fun knows no borders**

Being able to share fun, interesting, and inspiring things with people all over the world with the same passion, without being bound by language or where they live.

Together with our desire to bring fun to the masses, we strive for growth together with our global members.

#### **Message from CEO**

"Inspired by the book 'Soft Power' by Professor Joseph S. Nye, which I read during my college days, I decided to start a business that collaborates with people from around the world that makes use of what's known as soft power."

"We'd be happy to work with Japanophiles and those wanting to take part in business on a global scale with us. Doing so helps us achieve our goal of making the world a more peaceful place through the spreading of otaku culture and enjoying it with people from all over the world."

### Company Details

---

#### **Head Office**

Japan

#### **Main Business**

ローカライズブランディング事業/SNS情報発信事業/ビジュアルノベル海外展開事業

#### **President**

北橋 遥

#### **Established**

2015年1月14日

#### **Number of Employees**

11 - 50

#### **URL**

<https://abracadabra.co.jp/>

### Offices

---

**Main Office**

3-22-17 Higashiikebukuro, Toshima-ku  
Tokyo, Japan, 1700013

---