



BENELIC CO.,LTD.

Company Description

Benelic Co., Ltd. is a lifestyle proposal company dedicated to delivering "happiness" to its customers. The company's main lines of business encompass the planning, manufacturing, and wholesale of original and character merchandise, the comprehensive operation and management of retail stores and sales floors (including the franchising of character-only shops), and the development of new business formats in collaboration with the food service industry.

The company's history dates back to April 1987, when it was initially established as Hulic Co., Ltd. After a subsequent name change to Benelic Co., Ltd. in May 1997, the company began to highly specialize in character merchandising and retail operations. A major step in strengthening its business foundation occurred in March 2003, with the acquisition of a portion of the marketing development division's business rights from Bandai Co., Ltd. Since the 2010s, Benelic has accelerated its international expansion. Starting with the establishment of Benelic Hong Kong in June 2013, the company has since established branches in Taiwan and Shanghai. Furthermore, anticipating future growth, local subsidiaries were established in Singapore (November 2024) and South Korea (December 2024), demonstrating a robust commitment to global business development, particularly across the Asian region.

The core of Benelic's operations is the planning, manufacturing, distribution, and retail management of products utilizing popular domestic and international character intellectual property (IP). The company boasts a strong network of trading partners and license holders, including prominent content creators such as Studio Ghibli, Studio Ponoc, Nintendo Co., Ltd., and LEGO Japan Ltd. Leveraging this powerful licensing foundation, Benelic plans and operates nationwide character-only shops like "Donguri Republic" (featuring Studio Ghibli products) and "Ultraman World M78." These stores are conceived not just as places for selling goods but as spaces where customers can fully immerse themselves in the world of the characters, creating emotional engagement and joy.

Furthermore, Benelic actively engages in new business format development through collaborations with the food service industry. This strategic pillar is essential for expanding the character experience into a comprehensive, multi-faceted engagement, moving beyond mere product retail to providing immersive customer experiences.

The company's basic information includes its founding in April 1987 (current name since May 1997), and its head office location at KDX Ochanomizu Building, 2-9 Kanda Surugadai, Chiyoda-ku, Tokyo 101-0062. The capital stands at 90 million yen. As of February 2025, the company maintains a substantial workforce of 1,750 employees, including part-time and temporary staff, necessary to support its extensive retail network. The management team is led by Representative Director and Chairman Ikuo Shibata and Representative Director and President Takeshi Yokoyama, ensuring business continuity and sound governance. Benelic is committed to enriching people's lives with character-driven products and experiences while continuing its domestic and international business expansion.

Company Details

Head Office

Japan

Main Business

オリジナル及びキャラクター雑貨の企画・製造・卸・店舗及び売場の運営管理（キャラクターオンリーショップのFC）、飲食サービス業との業態開発

President

横山 武

Established

1987 年 4 月

Capital

90.0 百万円

Number of Employees

Over 1,000

URL

<https://benelic.com/company/>

Offices

Main Office

KDX Ochanomizu Building
2-9 Kanda Surugadai, Chiyoda-ku
Tokyo, Japan, 1010062
