



Canon Marketing Japan Invests in Anique Inc., a Company Connecting Real and Digital Experiences to Bring Japanese IP to Fans Around the World

Canon Marketing Japan Inc. (President & Representative Director: Masachika Adachi, “Canon MJ”) has invested in Anique Inc. (CEO: Takahide Kasai, “Anique”) through Canon Marketing Japan MIRAI Fund, a corporate venture capital (CVC) fund. Anique connects physical venues such as cafes with digital experiences powered by advanced technologies, bringing Japanese IP (intellectual property) to fans around the world.



In recent years, Japanese animation (anime) and comic (manga) culture have gained strong global popularity. Ways of engaging with content have expanded beyond viewing to include owning merchandise and participating in immersive experiences. The demand related to these activities is increasing internationally.

Since its founding, under the mission of “Breathing life into characters with the power of the real and digital worlds, to bring joy to people all over the world”, Anique has developed services for collecting digital artworks related to characters and has produced high-quality merchandise.

Against the backdrop of changes in the market environment surrounding IP, Anique has been expanding overseas since 2023. It has been producing events in cities including Shanghai, Taipei, Seoul and Los Angeles and planning and selling goods. In 2025, Anique began operating experiential “Share CAFE”. These spaces have been well received by visitors for offering immersive environments where they can experience the worlds of characters and stories through all five senses.

Going forward, Anique will further accelerate the domestic and international expansion of its digital collectibles business, merchandise business, and experiential cafe business, with the aim of creating a new market that connects Japanese culture with fans around the world.

The Canon MJ Group explores the cutting-edge technologies and business ideas and pushes ahead with open innovation and new value creation, aiming to solve social issues by taking a future-oriented approach.

One of the Canon Marketing Japan MIRAI Fund’s investment themes is “Life Purpose” (creating services that empower anyone to experience the vitality to live in good health through emotional and psychological well-being). Canon MJ believes that Anique’s creation of experiential value through character IP is highly compatible with this investment theme.

Canon MJ participated in this round of fundraising by Anique in recognition of Anique’s expertise in maximizing IP value and its deep understanding of fan behavior and character-related consumption, as symbolized by Japan’s “oshi-katsu” fan culture.

Through this investment, the Canon MJ Group will provide long-term support for initiatives that expand the appeal of Japanese culture through both digital and real-world experiences and deliver new experiential value to fans in Japan and beyond.

■ Overview of Anique

Company name	Anique Inc.
Established	March 2019
Location	Chiyoda-ku, Tokyo, Japan
Representative	Takahide Kasai, CEO
Description of business	Operation of online services under the Anique brand, planning, production and sale of merchandise related to anime, manga, and games; and planning and operation of events
URL	https://anique.jp/en/

Website

R&B

<https://corporate.jp.canon/en/profile/rb>

Canon Marketing Japan MIRAI Fund

<https://corporate.jp.canon/en/profile/rb/mirai-fund>

Inquiries

Inquiry form

<https://forum1.canon.jp/public/application/add/9858>