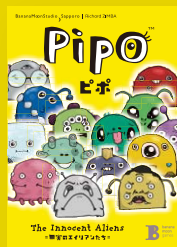




banana
moon
games



Designing Smile Time



Outline

Banana Moon Games is a joint venture between Banana Moon Studio Sapporo and Banana Moon Co., Ltd. Based in Hokkaido, the northern most major island of Japan. Since 2019, as an indie publisher, the team has created more than 15 titles (incl. variant versions) in collaboration with domestic and international creative partners under the theme "Designing Smile Time".

In Autumn 2019 we took part in the Tokyo Game Market for the first time. In 2020 following a successful international crowdfunding on Kickstarter, "Bistro FLIP" was released. In 2022 and 2023, the "Bossa" and "Bossa 2023" crowdfunding campaigns were successful for two consecutive years.

Production and Publishing:

Banana Moon Studio Sapporo

Banana Moon Studio Sapporo is an innovation and design company founded in 1990, headed by multi creator Hiroshi Maeda, has won over 40 design awards both nationally and internationally. Some of the works are among collections in museums and galleries around the world.

We started the indie board game design journey in 2019 and continue to release multiple titles every year.



Distribution:

Banana Moon Co., Ltd.

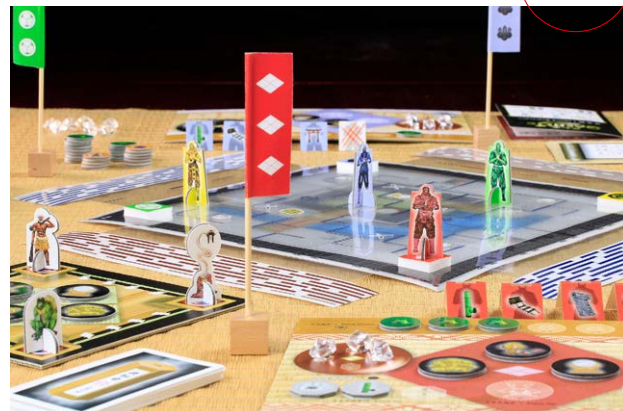
Wholesale and retail of board games produced and published by Banana Moon Studio Sapporo.

Products

GACHIJO™

Four Ninja and the Castle of Treasures

Launching
in 2024



Slide the Walls! Create Paths for the Ninja!

A treasure hunting game performing ninjutsu in a moving maze castle

The players are Ninja sent to the castle on a special mission. In the maze of the castle, collect Treasures and items to complete the mission.

Use Ninja Tools and Weapons, sometimes manipulate specters, and even get some luck to conquer the castle and opponents.

- Players: 2-4
- Time: 15-90 min.
- Ages: 10+
- Instructions: JP, EN
(PDF: FR, DE, IT)

Short Video
(92 sec)



Launching on Kickstarter in 2024!

Website ► <https://bananamoon-games.jp/game/gachijo-en/> YouTube ► <https://youtu.be/ejMJZYj3tvM>

Bossa®

THE ART “yuki” | THE ART “mizu” | THE ART “hana” | CLASSIC-neo | CLASSIC | STANDARD

- ✓ Language-Independent
- ✓ No Japanese Skills Required
- ✓ Made in Japan
- ✓ Artisan-Made



Connect the dots before your opponent!

A simple yet stylish game of strategy and a little luck for 2 players

Following either the dice with white pips or black pips place the tile with the same colored dots alongside the dice.

Utilizing the three action cards offensively, defensively or to turn the tables, use up all the tiles in your hand before your opponent to win!

- Players: 2
- Time: 5–10 min.
- Ages: 6+
(14+ in EU and UK)
- Instructions: JP, EN
(PDF: FR, DE, IT)

Short Video
(110 sec)



[Retailers in Japan] Official Online Store, Amazon Japan, Bodge.hobby.net, JELLY JELLY STORE, Yellow Submarine, HAKUHINKAN TOY PARK Chitose, LOFT, TOKYU HANDS

Website (STANDARD) ▶ <https://bananamoon-games.jp/game/bossa-standard-en/> Website (2023 Editions) ▶ <https://bananamoon-games.jp/game/bossa-yuki-en/> YouTube ▶ <https://youtu.be/0CjQBtwMou4>

2022



2023



Backers in 40 countries around the world have supported the project and successfully crowdfunded for two consecutive years!

Product lineup in 6 editions!

Handcrafted* by highly skilled Japanese artisans!

*Except STANDARD edition



[2023 NEW] The latest flagship edition
THE ART edition “yuki”



[2023 NEW] Evolution of the CLASSIC
CLASSIC-neo edition



9-layer tiles of craftsmanship
THE ART edition “mizu”



Gorgeous and beautiful cross-section tiles
THE ART edition “hana”



Appealing natural texture
CLASSIC edition



Compact and casual
STANDARD edition

Pipo®

The Innocent Aliens (New Edition)

- ✓ Bilingual Cards (EN/JP)
- ✓ Kawaii
- ✓ No Japanese Skills Required
- ✓ Made in Japan



Help the innocent aliens! Spread the CONDI around!

A card game played with adorable alien characters

What? Innocent aliens are wanted!

The good citizens of players, hide them in your hands, let them escape with the "CONDI" set by the previous player! Release all the aliens in your hand to win! But beware of police and self-destruction!

- Players: 3-6
- Time: 5-10 min.
- Ages: 8+
- Instructions: JP, EN

Short Video
(43 sec)



[Retailers in Japan] Official Online Store, Amazon Japan, Bodge.hobby.net, Yellow Submarine, HAKUHINKAN TOY PARK Chitose

Website ▶ https://bananamoon-games.jp/game/pipo_en/ YouTube ▶ <https://youtu.be/hsDDDIWRaSE>

Bistro FLIP

JP Edition | International Edition | Expansion Set

- ✓ Bilingual Cards (EN/JP)
- ✓ Kawaii
- ✓ No Japanese Skills Required
- ✓ Made in Japan



Enjoy a Delightful Meal by a Heaven Sent Chef!

A lively culinary party game in creativity and luck

"Ding ding!" Ring the bell, call out "Order please" and let the game begin!

Select your ingredients, add in your own personal touch, cook and hope for the best.... FLIP! Create interesting and original dishes and have a belly laugh at what comes up!

- Players: 2-6
- Time: 10-60 min.
- Ages: 10+
(14+ in EU and UK)
- Instructions: JP, EN

Game Video
(12 min)



[Retailers in Japan] Official Online Store, Amazon Japan, Bodge.hobby.net, JELLY JELLY STORE, Yellow Submarine, Don Quijote

Website ▶ <https://bananamoon-games.jp/game/bistro-flip-international-en/> YouTube ▶ <https://youtu.be/pBrnjx8o8S8>

Crowdfunding
Kickstarter
155%
Achieved!

Gome-kei

Second Edition

- ✓ Japanese Skills Required
- ✓ Japanese-Style Artwork
- ✓ Made in Japan



Hey, Don't laugh! I'll never forgive you!

A role-playing game to find the culprit of a funny story of failure

Play as the perpetrator and the victims (one is true, the others are false). While you are reading the story and giggling, the perpetrator must guess who the true victim is and give a Japanese-style apology to the correct person! But even if you guess correctly...

- Players: 3–6
- Time: 10–30 min.
- Ages: 10+
(14+ in EU and UK)
- Instructions: JP

Short Video
(51 sec)



[Retailers in Japan] Official Online Store, Amazon Japan, Bodge.hobby.net, Yellow Submarine, HAKUHINKAN TOY PARK Chitose

Website ► <https://bananamoon-games.jp/game/gome-kei-en/> YouTube ► <https://youtu.be/Ypbj6AaAfr4>

Gingham Coco

Standard Edition | Limited Edition “Dobutsu no Oshiri” series Vol. 3

- ✓ Language-Independent
- ✓ Kawaii
- ✓ No Japanese Skills Required
- ✓ Made in Japan



Capture animal cards between two matching cards!

But don't leave any animal alone!!

Battle it out with the animal cards on the gingham sheet. Capture a card between two matching cards and they're all yours! But, should the dog “Coco” block you or if taking the cards leaves another card on its lonesome, you miss out. Take the most card points to win!

- Players: 2–4
- Time: 5–10 min.
- Ages: 6+
(14+ in EU and UK)
- Instructions: JP
(PDF: EN)

Short Video
(53 sec)



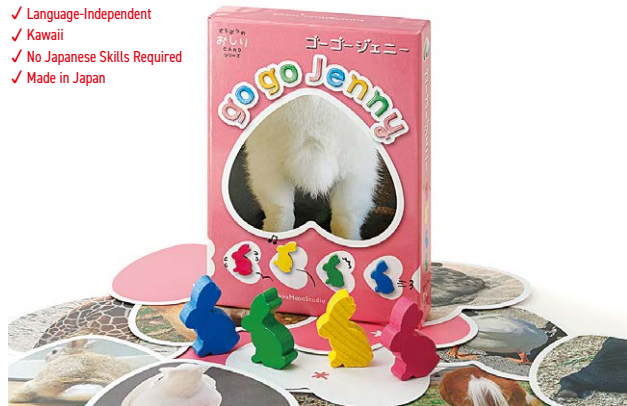
[Retailers in Japan] Official Online Store, Amazon Japan, Bodge.hobby.net, Yellow Submarine, HAKUHINKAN TOY PARK Chitose

Website ► <https://bananamoon-games.jp/game/ingham-coco-en/> YouTube ► <https://youtu.be/lasU5189KKw>

Go Go Jenny

Standard Edition | Limited Edition "Dobutsu no Oshiri" series Vol. 2

- ✓ Language-Independent
- ✓ Kawaii
- ✓ No Japanese Skills Required
- ✓ Made in Japan



Catch up and overtake Jenny!

A game of chase with cute wooden rabbit and Dobutsu no Oshiri Cards

Today is the animal's sports carnival. The rabbits (Jenny) are going to chase each other around the course.

Be smart with the Go Go cards and move Jenny forward. Catch and overtake the Jenny in front of you to win!

- Players: 2-4
- Time: 10-20 min.
- Ages: 6+
(14+ in EU and UK)
- Instructions: JP
(PDF: EN)

Short Video
(55 sec)



[Retailers in Japan] Official Online Store, Amazon Japan, Bodge.hobby.net, Yellow Submarine, HAKUHINKAN TOY PARK Chitose

Website ► <https://bananamoon-games.jp/game/go-go-jenny-en/> YouTube ► <https://youtu.be/X8RGGj2Fbod>

Dobutsu no Oshiri Cards

Vol.1 (Animal's butt cards)

- ✓ Language-Independent
- ✓ Kawaii
- ✓ No Japanese Skills Required
- ✓ Made in Japan



Playing with Cute Animal Cards!

Completely language-independent, without letters or numbers

"Dobutsu no Oshiri Cards" is a card game with cute animals' butts and a joker "Comon-chan". You can enjoy various games like playing cards. There are many ways to play. Everyone from children to the elderly can enjoy playing together.

- Players: 1-6
- Time: 5-10 min.
- Ages: 4+
(14+ in EU and UK)
- Instructions: JP
(PDF: EN)

Short Video
(55 sec)



[Retailers in Japan] Official Online Store, Amazon Japan, Bodge.hobby.net, Yellow Submarine, Don Quijote, HAKUHINKAN TOY PARK Chitose, YAMATO New Chitose Airport

Website ► <https://bananamoon-games.jp/game/dobutsu-no-oshiri-cards-en/> YouTube ► <https://youtu.be/7CNqoZkDHdI>

BABA the Mahjongish

"BABA CARDS" series Vol. 2

- ✓ Language-Independent
- ✓ Japanese-Style Artwork
- ✓ No Japanese Skills Required
- ✓ Made in Japan



They are all BABA! It's just like Mahjong!!

Language-independent but hilariously confusing to the eye!

Pick up a matching card and claim "PON!" Think the cards are the same? A little different? Confusion reigns in this Mahjong-like game!

How many times will your eyes fail you!? Laugh as you trade bonus DORAYAKI chips and KOBAN coins AND jibes!

- Players: 3-4
- Time: 20-40 min.
- Ages: 10+
(14+ in EU and UK)
- Instructions: JP, EN

Short Video
(26 sec)



[Retailers in Japan] Official Online Store, Amazon Japan, Bodoge.hobby.net, JELLY JELLY STORE, Yellow Submarine, Don Quijote, HAKUHINKAN TOY PARK Chitose

Website ▶ <https://bananamoon-games.jp/game/baba-the-mahjongish-en/> YouTube ▶ <https://youtu.be/G17nuqBS4Qc>

BABA CARDS

- ✓ Language-Independent
- ✓ Japanese-Style Artwork
- ✓ No Japanese Skills Required
- ✓ Made in Japan



A card game of kanji like playing cards, made in Japan.

No kanji reading skills required!

"BABA" is a Japanese family name but there are 9 combinations of different kanji characters.

With these character cards, let's play like 'Concentration,' 'Old Maid,' or 'Buta no Shippo (Pig's Tail)'.

- Players: 2-6
- Time: 5-10 min.
- Ages: 6+
(14+ in EU and UK)
- Instructions: JP, EN

Short Video
(67 sec)



[Retailers in Japan] Official Online Store, Amazon Japan, Bodoge.hobby.net, LOFT, Yellow Submarine, Don Quijote, HAKUHINKAN TOY PARK Chitose, YAMATO New Chitose Airport

Website ▶ <https://bananamoon-games.jp/game/baba-cards-en/> YouTube ▶ https://youtu.be/PlI9npep_8U

History

1990

Advertising, publishing, and design production studio founded under the name Maedas' Workshop (Head office: Ebetsu City, Hokkaido; Representative: Hiroshi Maeda).

1992

Opened atelier in Niseko Town, Hokkaido.

1993

Opened a new base studio in Chuo-ku, Sapporo, and changed the company name to Banana Moon Studio Sapporo.

2006

Expanded base studio to enhance product development support and branding/design service capabilities.

[Creative Work Achievements] approximately 200 selections at domestic and international (Europe, North America, Asia) design competitions for exhibitions and publications such as, International Poster Biennale (IPB) in Warsaw (Poland), Lahiti (Finland) and Korea, International Poster Triennale (IPT) in Hong Kong and Toyama (Japan), New York Art Directors Club Award (USA), Chaumont Festival (France), JAGDA Graphic Design in Japan, Sapporo Art Directors Club Award (Japan), among others, being prize awarded in around 40 of these. Selected by the German design media Hesign, as one of the 'Small Studios - 100 Design Studios of the World.' Design works have been procured as part of collections in museums around the world starting with the National Publicity Museum (Paris, France) and also in Finland, Poland, Czech Republic, Hong Kong, China, and Korea among others.

2019

- SEP • Entered inbound-related business (suspended from March 2020 due to the Corona disaster) and board game business, established Banana Moon Co., Ltd. as a distribution company (Head office: Sapporo City; Representative: Kumiko Maeda).
- OCT • Card game "BABA CARDS" released.
- Banana Moon Games official online store "Banana Puni Puni Do" opened (Platform: BASE).
- NOV • Card game "Dobutsu no Oshiri Cards" released.
- Exhibited a booth at Tokyo Game Market 2019 Autumn (Tokyo Big Sight).
- DEC • Started business with wholesale trading company BUNNY EAR.



2020

- JAN • Started business with retailer Hakuhinkan TOY PARK.
- FEB • Started online sales on Amazon Japan.
- MAR • Started business with retailer Yellow Submarine stores nationwide.
- Started online sales on bodoge.hobby net.
- APR • Started online sales at JELLY JELLY STORE.
- MAY • Board game "Bistro FLIP" released.
- Board "BABA the Mahjongish" released.
- JUN • Exhibited at the online event "Tokyo Game Market Live" and live-streamed on YouTube for two days from our office in Sapporo.
- AUG • Exhibited a booth at Hokkaido



Bodge Haku 2.0 (Sapporo).

- OCT • “Bistro FLIP International Edition Project” successfully crowdfunded (Kickstarter) at 155% achieved.
- Exhibited a booth at Tokyo Game Market 2020 Autumn (Tokyo Big Sight).



2021

- MAR • Board game “Bistro FLIP International Edition” released.
- APR • Board game “Gome-kei” released.
- Exhibited a booth at Tokyo Game Market 2021 Spring (Tokyo Big Sight).



- JUN • Selected for the “Small Business Sustainability Grant Program” by the Japan Chamber of Commerce and Industry.
- AUG • Board game “Go Go Jenny” released.
- SEP • Board game “Gingham Coco” released.
- NOV • Exhibited four booths at Tokyo Game Market 2021 Autumn (Tokyo Big Sight).
- Board game “Bossa Standard” released.

2022

- FEB • Virtual booth at online VR event “TabletopTours”.
- MAR • License agreement with CAMP Games ApS (Denmark).

- APR • “Artisan-made Bossa Project” successfully crowdfunded (Kickstarter) at 1,420% achieved.



- Exhibited two booths at Tokyo Game Market 2022 Spring (Tokyo Big Sight).
- Card game “Pipo (first edition)” released and sold out in three hours.

- MAY • Exhibited at “Saku Saku Pika Game Event” (Chitose Outlet Mall Rera).
- SEP • Board game “Bossa THE ART mizu,” “Bossa THE ART hana,” and “Bossa CLASSIC” released.

- OCT • Exhibited two booths at Tokyo Game Market 2022 Autumn (Tokyo Big Sight).



- Card game “Pipo (new edition)” released.

2023

- FEB • “Bossa 2023 Editions Project” successfully crowdfunded (Kickstarter) at 2,401% achieved.

- APR • Exhibited a booth at Board Game Raku-ichi (Nagoya).
- JUL • Exhibited a booth at Tachimachi Game Marché (Hiroshima).
- Exhibited a booth at Hokkaido Bodge Haku 5.0 (Sapporo).

- AUG • Exhibited a booth at Tokyo Spiel Festival (Asakusa, Tokyo).

- OCT • Board game “Bossa THE ART yuki,” “Bossa CLASSIC-neo,” and “Bossa Expansion Kit” released.

- NOV • Exhibited a booth at Hokkaido Spiel Fest (Sapporo).

- DEC • Exhibited a booth at Tokyo Game Market 2023 Autumn. (Tokyo Big Sight).

Corporate Profile

As of January 2024

Banana Moon Studio Sapporo

Founded	January 1990
Representative	Hiroshi MAEDA
Employees	3
Head Quarter	Ebetsu City, Hokkaido
Main Studio	1-3-209 Nishi-15, Kita-1, Chuo-ku, Sapporo City
Atelier	Niseko Town, Abuta-gun, Hokkaido
Membership	Japan Graphic Design Association Inc. The Sapporo Chamber of Commerce and Industry Sapporo Media Art Forum Sapporo Art Directors Club France-Japan Society of Sapporo
External Partners	Rare Site Games (Game Development, Japan) CAMP Games ApS (Game Development, Denmark) Asako NAKAI, Miho SASAKI (Illustration, Japan) Richard ZIMBA (Character Design, UK) Darcy LEWIS (English Translation, Japan) Alexandre SCHMITT (French Translation, France) Markus REUBELT (German Translation, Germany) Federico RALLO (Italian Translation, Italy)
Manufactures/Suppliers	MORIKAWA-PAPER Co., Ltd. (Japan) Manindo (Japan) SATO PRINTING Co., Ltd. (Japan) Shichisei Sangyo (Japan) Pippp (USA) LONGSHORE Limited (Hong Kong)

Banana Moon Co., Ltd.

Established	September 2, 2019
Capital	3,000,000 JPY
Representative	Kumiko MAEDA
Employees	1
Head Office	1-3-209 Nishi-15, Kita-1, Chuo-ku, Sapporo City
Corporate Number	7430001079793
Major Bank	North Pacific Bank
Funding Platforms	Kickstarter (USA) Indiegogo (USA)
Direct Sales Stores	Official Online Store (Japanese) Official Online Store (English) Amazon Japan (Banana Moon Games)
Wholesale Partners	BUNNY EAR (Japan) HOBBY BASE Yellow Submarine (Japan) OverDrive inc (Japan) PIZZICATO DESIGN, INC. (Japan) HAKUHIKIN TOY PARK (Japan) Ogasawara Shoten Co.,Ltd. (Japan)



Banana Moon Studio Sapporo | Banana Moon Co., Ltd.

#209 Odori-Heim, 1-3 Nishi-15, Kita-1, Chuo-ku, Sapporo, Hokkaido 060-0001 Japan

tel: +81-11-641-8776 fax: +81-11-641-6443 mail: global@bananamoon.jp

Facebook: Banana moon games Instagram: [bananamoongames](#) X: [@bananamoon_jp](#)

<https://bananamoon-games.jp/en/>

