

# Press Release



June 28, 2024  
transcosmos inc.

## transcosmos launches Roblox metaverse services with EbuAction

### Releases Future Farms in the Metaverse with Metagri-Labo

transcosmos hereby announces that the company has released metaverse services (\*1) on Roblox, one of the most popular metaverse platforms, in partnership with EbuAction. Combining its “trans-DX Service for Metaverse” and metaverse development and design capabilities that BORDER—EbuAction’s metaverse production studio—owns, the two companies will provide the metaverse solutions with further enhanced creative and content production service capabilities. Together with EbuAction, transcosmos will deliver marketing plans by utilizing thriving user interaction including in-game avatar communication, in-game economy where players exchange virtual goods as well as real-time communication.



#### ■About Roblox

Roblox is a metaverse platform which boasts more than 400 million registered users worldwide. With users from over 180 countries accessing the platform, Roblox’s daily active users (DAU) surpassed 77.7 million as of the end of March 2024. Roblox shows explosive popularity, in particular among generation alpha around the world, with elementary school children aged 13 or under making up more than half of its user base.

Roblox is a user-generated content (UGC) platform on which users can not only play games published by others, but also share their own games. This is why Roblox is sometimes referred to as the YouTube of gaming.

#### ■ Project: Future Farms in the Metaverse with Metagri-Labo

Metagri-Labo, a web3 community for farming, and Mr. Tanji, a creator at the Roblox production studio, NeXtreme Studio, join this project and create farms of the future in the metaverse. The project will also take in ideas from ideathon mainly UGC. By incorporating ideas brought up from ideathon to the metaverse, “Future Farms in the Metaverse” aims to create a chance to engage in farming via ideathon and the metaverse games.

The metaverse is scheduled to be released in autumn this year, and will continue to evolve based on user feedback.

transcosmos will deliver new forms of marketing services designed to target young generations and international markets to help clients make the most of three metaverse platforms, Roblox, Fortnite and ZEPETO. With this new service, transcosmos is committed to succeed in utilizing the metaverse and other new technologies in the real world. transcosmos also offers metaverse planning support services tailored to distinctive characteristics of each company and local government. Please contact below for more details.

▶Metaverse Information Office by transcosmos, specifically designed to support businesses to utilize the metaverse (no translation available): <https://transcosmos-meta.jp/>

◆About Metagri-Labo

Operating company: NOUJOUJIN CO., LTD.

Address: 3-1520-6, Hasama-cho, Funabashi-shi, Chiba 274-0822 Japan

Business: Marketing support for the farming industry, planning services for web3 farming, and metaverse consulting services

URL (no translation available): <https://noujoujin.com/>

◆About EbuAction, inc.

Company name: EbuAction, inc.

Address: Room #104, 4F CITY COURT MEGURO Tower 4, 2-10-34, Kami-osaki, Shinagawa-ku, Tokyo 141-0021, Japan

Business: Providing services for businesses to offer solutions on metaverse platforms including Fortnite and Roblox. Co-operating BORDER, a metaverse production studio, with NEIGHBOR Co., Ltd.

◆About NeXtreme Studio and Mr. Tanji, the creator

Company name: NeXtreme Studio

Business: High-quality Roblox experience development studio. End-to-end development services from planning to production.

URL: <https://nextreme.games/>

Creator: Tanji

Profile: Tanji started his own business in 2023. Since then, he has been developing Roblox for clients as well as teaching children programming. Before becoming independent, he was with SQUARE ENIX CO., LTD. as a creative engineer of FINAL FANTASY series from 2010, and worked on building systems for FF14 and FF16.

(1\*) transcosmos delivers these services as its own business on the Roblox platform.

\*transcosmos is a trademark or registered trademark of transcosmos inc. in Japan and other countries.

\*Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

**About transcosmos inc.**

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 181 bases across 35 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 46 countries/regions around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

**Contact for Media Inquiries**

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