

Press Release



July 16, 2025
transcosmos inc.

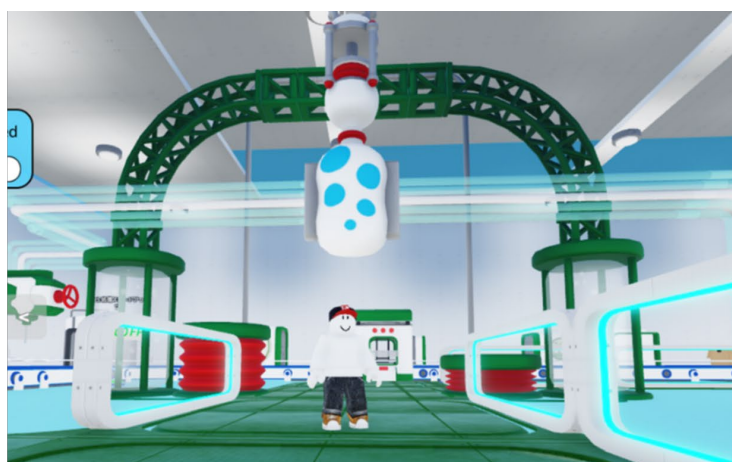
transcosmos publishes MITSUYA CIDER FACTORY TYCOON on Roblox with Asahi Soft Drinks

Japan's first Roblox game experience presented by Japanese soft drink manufacturer

transcosmos hereby announces that the company will publish the first Roblox game by Japan's beverage company (*1), "MITSUYA CIDER FACTORY TYCOON," in partnership with Asahi Soft Drinks at 10:00, on Friday, July 18, 2025. transcosmos positions Roblox, an immersive gaming platform with as many as 97.80 million daily active users (*2), as a "next-gen experience platform" equal to social media and e-commerce platforms, and is offering comprehensive support for clients in planning and operating Roblox game content that users can simply enjoy. For this project, transcosmos acted as an overall project planner as well as a creative director, and planned and created the game together with EbuAction. Reproducing the manufacturing process of MITSUYA CIDER in a virtual space, the game presents a learning factory experience. As an Asahi Soft Drinks factory staff, players can experience part of the work processes through playing the game, from mixing ingredients to filling a bottle, to shipping, as well as gain in-depth knowledge. The content enables players to gain a deeper understanding of soft drink manufacturing processes in a fun way.

*Source: transcosmos inc. research (as of July 16, 2025)

*Source: Three-month data up to March 2025 announced by Roblox corporation.



This project also offers an independent research worksheet to summarize lessons learned in the game, which primary school students can use for their summer break independent research projects.

In addition, a factory tour guide at Asahi Soft Drinks Akashi Factory introduces the worldview of MITSUYA CIDER—one of the most popular soft drinks for more than 100 years—the history behind the product, and manufacturing process via YouTube Live during gameplay. In this streaming event, players can enjoy quiz and Q&A sessions that only livestreaming can offer.

(Visit Metaverse Factory Experience Special page to find out more about the event:

https://www.asahiinryo.co.jp/entertainment/metaverse_factory/)

■Game overview

Title	MITSUYA CIDER FACTORY TYCOON
Genre	Tycoon game
Description	Players run their own MITSUYA CIDER factory and experience the MITSUYA CIDER manufacturing process in a virtual space. The game comes with attractive features that are specific to metaverse games such as expanding their world. For example, players can save "fan points" based on their manufacturing performance, with which they can upgrade facilities, and

	more. The more one plays, the more new flavors will be unlocked, expanding the scope of manufacturing, so players can enjoy the process of finding their favorite MITSUYA CIDER by replaying the game.
URL	https://www.roblox.com/ja/games/118609201152305
Charge	Basically, free to play
Release period	From 10:00 Friday, July 18, 2025 to 18:00 Sunday, August 31, 2025 *Note that the release period may be extended or shortened, and the content may be changed without prior notice.
Platform	Roblox

*transcosmos operates this game as its own business on the Roblox platform.

■Comment from each company

Mr. Shuichi Sugane, General Manager, Corporate Communication Department, Asahi Soft Drinks Co., Ltd.

With three 100-year brands—MITSUYA, CALPIS, and WILKINSON—we know the value of continuation. MITSUYA CIDER FACTORY TYCOON started from our passion to create a place where children who will shape the future can enjoy the experience of soft drink manufacturing that only we can offer.

With the planning and development capabilities of transcosmos and EbuAction, players can enjoy a new factory experience unique to the Metaverse. We hope this new experience will turn as many players as possible into our fans.

Jin Mitsuda, Manager, Metaverse Promotion Department & Metaverse Evangelist, CX Business Promotion Division, CX Business Headquarters, transcosmos inc.

With this MITSUYA CIDER FACTORY TYCOON project, we aim to offer a “learning-based brand experience model,” that enables not only MITSUYA CIDER fans but also Roblox players across 180 countries worldwide to tour around an Asahi Soft Drinks factory and experience the company’s passion towards manufacturing while immersing themselves in the game. Making the most of insights accumulated in the Roblox platform, we will promote the creation of a new fan community that connects the taste of delight and safety to next generations with Asahi Soft Drinks by offering an augmented experience connecting online and offline.

Mr. Keita Noda, President & CEO, EbuAction, inc.

Led by our competitive creative team, primarily composed of generation Z, we have been creating new brand experiences in the metaverse gaming worlds like Roblox. Now, combining our planning and development capabilities well-versed in the Roblox platform and transcosmos’s deep user insights, we have created a highly immersive game which makes everyone absorbed in the worldview of Asahi Soft Drinks. We are confident that this new brand experience that only Roblox can offer will surprise and delight you all.

■Contact

transcosmos will continue to lead its Roblox global content strategy. For marketing support services to reach young generations and international users, please contact us.

Contact: Mitsuda, Metaverse Promotion Department, transcosmos

Email: meta_all@ml01.trans-cosmos.co.jp

◆About Asahi Soft Drinks Co., Ltd.

Company name: Asahi Soft Drinks Co., Ltd.

Address: 1-23-1 Azumabashi, Sumida-Ku, Tokyo 130-8602, Japan

Business: Production and sale of various beverages, vending machine operation, and other related business

URL: <https://www.asahisoftdrinks.com/>

◆About EbuAction

Company name: EbuAction, inc.

Address: 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.

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

*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 182 bases across 36 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/>

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