

FOR IMMEDIATE RELEASE

SQUARE ENIX releases global version of MANGA UP!

160 titles available worldwide, including 100 new English translations

TOKYO, Japan (July 25th, 2022) – SQUARE ENIX CO., LTD. (“the Company”) released the global version of its *MANGA UP!* manga app on July 25th, 2022 (JST). Demand for online entertainment content has mounted over the past two years both in Japan and around the world, and English translations of its manga titles have enjoyed brisk sales. These trends have inspired the Company to offer a global version of its app for the first time with the goal of bringing manga content to even more readers outside Japan.

The app will offer 160 titles, including 100 new English translations. Manga UP! will also provide readers with the latest installments of ongoing series as soon after their Japan releases as possible. The app will be available everywhere but Japan and works with both iOS and Android, including on tablets.

MANGAUP!



< Service logo & image >

Released in 2017, the Japanese version of *MANGA UP!* has been downloaded more than 19 million times. The expertise and technology that the Company has amassed in offering the Japanese version will now enable it to deliver its outstanding manga content to a global audience more quickly.

The Company has been making its manga content widely available outside of Japan for some time to great acclaim. However, readers outside of Japan have had to wait to get their hands on popular Japanese titles due to constraints involved in distributing printed comic books and e-books.

Because of the speed and reach that an app makes possible, global fans will now have access via *MANGA*

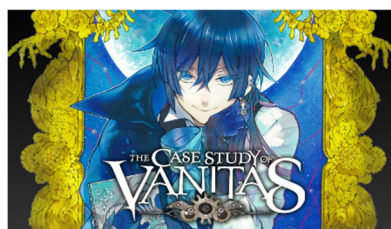
UP! to around 160 titles, including 100 titles available in new English translations. In addition, the app will be the fastest source for English versions of popular ongoing series such as *The Case Study of Vanitas*, *GOBLIN SLAYER*, and *FINAL FANTASY LOST STRANGER*, thanks to simultaneous releases with Japanese installments.

The app will also include already completed manga that have been worldwide hits such as *Fullmetal Alchemist*, *Soul Eater*, and *PandoraHearts*. Ongoing series creating buzz such as Hiromu Arakawa's latest work *Daemons of the Shadow Realm*, as well as *My Dress-Up Darling* and *The Apothecary Diaries*, are also available on MANGA UP! before anywhere else.

Partial Lineup



Fullmetal Alchemist Hiromu Arakawa



The Case Study of Vanitas Jun Mochizuki



Daemons of the Shadow Realm Hiromu Arakawa



Toilet-bound Hanako-kun Aidairo



Soul Eater Atsushi Ohkubo



My Dress-Up Darling Shinichi Fukuda



PandoraHearts Jun Mochizuki



The Apothecary Diaries

Story by Natsu Hyuuga, Art by Nekokurage, Compiled by Itsuki Nanao, Character Design by Touco Shino
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Service overview

Name: *MANGA UP!*

For: iOS/Android

App Store: https://sqex.to/mug_iOS

Google Play: https://sqex.to/mug_Android

Genre: Manga app

Launch date: July 25, 2022

Language: English

Geographic availability: Worldwide, excluding Japan

Official site: <https://global.manga-up.com>

Official YouTube channel: <https://www.youtube.com/channel/UCvW0o4Ni8wUGAzwNxt-3EYQ>

Official Twitter: <https://twitter.com/MANGAUPGlobal>

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Square Enix Co., Ltd. develops, publishes, distributes and licenses SQUARE ENIX®, EIDOS® and TAITO® branded entertainment content around the world. The Square Enix group of companies includes a global network of leading development studios and boasts a valuable portfolio of intellectual property, including: FINAL FANTASY®, which has sold over 168 million units worldwide; and DRAGON QUEST®, which has sold over 84 million units worldwide; TOMB RAIDER®, which has sold over 88 million units worldwide; and the legendary SPACE INVADERS®. Square Enix Co., Ltd. is a Japan-based, wholly owned subsidiary of Square Enix Holdings Co., Ltd.

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