

Japanese-style indoor playground for children in Hong Kong **NAMCO launches “Asobi Park PLUS” overseas for the first time**

Grand Opening of “namco PopCorn Store” on Thursday, October 12th, 2017

NAMCO LIMITED (Headquarters: Minato-ku, Tokyo; President & CEO: Hitoshi Hagiwara) announced that the company will launch its “Asobi Park PLUS”⁽¹⁾ for the first time overseas, within the “namco PopCorn Store” amusement facility in Sai Kung District, Hong Kong which will be opened by the local subsidiary NAMCO ENTERPRISES ASIA LIMITED (NEAL) operating in amusement facility business in Hong Kong on Thursday, October 12th, 2017.

“namco PopCorn Store” is NEAL’s 6th directly managed amusement facility which will be located in the “PopCorn 2” suburban shopping mall in Hong Kong. Utilizing NAMCO’s expertise in managing amusement facilities in a lot of shopping malls in Japan, its facility comes with spacious and bright ambiance and “Asobi Park PLUS” popular in Japan.



Image of the facility

“Asobi Park PLUS” launched this time consists of 5 zones where offer a wide variety of playing experience, including “INDOOR SEASIDE Kid’s Beach” which is very popular in Japan using the latest technologies such as projection mapping and sensors, as well as “Kaze no oka (air playground facility)” and “Sand Art.” The assortment of simple, inspiring and unique equipment will certainly help children and parents make wonderful memories.

NAMCO is committed to bringing new experience values to family customers overseas by launching “Asobi Park PLUS” globally.

⁽¹⁾ “Asobi Park PLUS” is the flagship of indoor playing ground facility, further developing NAMCO’s wide-ranging expertise and contents for children in INDOOR SEASIDE “Asobi Park.” NAMCO operates 7 facilities in Japan.



“INDOOR SEASIDE Kid’s Beach”



“Sand Art”

【NEAL official Facebook (Chinese)】 <http://www.facebook.com/namco.hk/>

【Asobi Park official website】 <http://www.namco.co.jp/kids/asobiparkplus/>

“namco Popcorn Store” Overview	
Facility name	namco PopCorn Store
Facility space	Approximately 577 m ² (“Asobi Park PLUS” accounts for approx. 289 m ²)
Operating hours	10:00~22:00
Address & Contact	Units F111 and F112, PopCorn 2, 9 Tong Chun Street, Tseung Kwan O Sai Kung, N.T. Hong Kong TEL : +852-3108-9986
“Asobi Park PLUS” Admission (including facilities)	Child (Ages 6 months - 12 years) : 90 HKD for the first 30-minutes. Extension fee is 60 HKD for every 30 minutes Adult (Ages 18 years and over) : 50 HKD *No extension fee

*Details within news release are accurate at time of publication. Please be aware that changes may be made without notice after publication.