

FOR IMMEDIATE RELEASE
September 24, 2025
JP UNIVERSE Inc.

***Partnership with the Ministry of Investment of Saudi Arabia
– Accelerating Original Game Development through Strategic
Investment
Establishment of Local Game Development Studio “SA GAMES Inc.”***
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JP UNIVERSE Inc. (Headquarters: Tokyo, CEO: Hajime Tabata, hereinafter “JP UNIVERSE”) announced on September 24, 2025 that it has signed a Memorandum of Understanding (MOU) with the Ministry of Investment Saudi Arabia (Minister: H.E. Khalid Al-Falih, hereinafter “MISA”) for a long-term strategic investment and collaboration in original game development originating from Saudi Arabia. **As part of this initiative, JP UNIVERSE has established “SA GAMES Inc.” in Riyadh as a central hub for original game development, strengthening its development framework.**

The signing ceremony took place at the “Japan-Saudi EXPO Investment Forum” (*1) held within Expo 2025 Osaka, Kansai, Japan. JP UNIVERSE and MISA will jointly position Saudi Arabia as a hub for game development in the MENA (Middle East and North Africa) region and globally, promoting AAA game development, talent cultivation, and industry growth.



This project aims to become a flagship model under Saudi Arabia’s national strategy “Vision 2030” (*2). In line with Vision 2030, it positions Saudi Arabia as a major hub for next-generation entertainment and creative industries. At the newly established “SA GAMES Inc.,” JP UNIVERSE will focus on original game development incorporating Saudi Arabian culture, contributing to the realization of Vision 2030.

From left: Dr. Abdullar Ali Aldubaikhi, Assistant Minister for Investment Development, Ministry of Investment Saudi Arabia (MISA); H.E. Khalid Al-Falih, Minister of Investment Saudi Arabia; Yuichiro Koga, State Ministry of Economy, Trade and Industry (METI); Hajime Tabata, CEO, JP UNIVERSE Inc.

This initiative was made possible with the cooperation of Japan's Ministry of Economy, Trade and Industry (METI), the Japan External Trade Organization (JETRO), Japan Cooperation Center for the Middle East (JCCME), and the Incubation Working Group of the International Game Developers Association Japan.



(*1) About the “Japan-Saudi EXPO Investment Forum”

The “Japan-Saudi EXPO Investment Forum” was jointly organized by the Saudi Arabia Pavilion at Expo 2025 Osaka, the Ministry of Investment Saudi Arabia (MISA), the Saudi Arabian Investment Promotion Authority (SIPA), Japan's Ministry of Economy, Trade and Industry (METI), the Japan External Trade Organization (JETRO), and the Japan Cooperation Center for the Middle East (JCCME). Held as part of Saudi Arabia's National Day commemorative program and based on the Japan-Saudi Vision 2030 partnership, the forum brought together government and business representatives from both countries. Through lectures, discussions, and panel sessions, it showcased business opportunities across a wide range of sectors including Expo-related initiatives, energy, manufacturing, healthcare, and entertainment.

(*2) About “Vision 2030”

“Vision 2030” is Saudi Arabia's national reform initiative aimed at moving beyond an oil-dependent economy to achieve sustainable economic growth through job creation, administrative efficiency, and diversification. In the entertainment sector, it emphasizes industries such as film, music, and gaming as key growth areas to promote cultural development and economic diversification.

About JP UNIVERSE



Company name: JP UNIVERSE Inc.

Representative: Hajime Tabata, CEO

Business activities:

- Development and operation of the UGC game platform “Ryugukoku”

- Planning, development, and production of premium games
- Development and sale of the RPG engine “OwnWorld”

Website: <https://www.jpuniverse.com/en/>

About SA GAMES



Company name: SA GAMES Inc.

Representative: Hajime Tabata, CEO

Business activities:

- Planning, developing, and producing original games originating from Saudi Arabia”
- Supporting the development of games utilizing Japanese IP in Saudi Arabia

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