

Enhancing the Global Strategy of One of Japan's Largest Development Studios, "C&R Creative Studios"
Signed a Letter of Intent (LOI) for collaboration with ROOM 8 GROUP, a game development company with bases in North America and Europe

Creek & River Co., Ltd. (Head Office: Minato-ku, Tokyo; President and CEO: Jun Kurosaki; hereinafter "C&R"), which operates a professional agency business, has signed a Letter of Intent (LOI) regarding collaboration with ROOM 8 GROUP (Head Office: Cyprus; CEO: Anna Kozlova; hereinafter "ROOM 8"), one of the world's leading external development service providers in the game development sector, as part of its global strategy.

ROOM 8 GROUP and C&R Inc. – Comments

■ Executive Comment – C&R Co., Ltd. Katsuhito Aoki, Director (CMO)

In recent years, cross-border team structures and global business expansion have become standard in game production, and the demand for speed and flexibility continues to grow. In this environment, our partnership with Room 8 Group is of great significance to our company. By combining Room 8's strong production capabilities and global network with C&R's expertise in development and production, we aim to meet the diverse needs of developers and publishers around the world.

■ Executive Comment – ROOM 8 GROUP Anna Kozlova, CEO

We are looking forward to collaborating with C&R Creative Studios. By combining the exceptional creative and technical expertise of both teams, we can deliver truly world-class excellence on a global scale project.

ROOM 8 was founded in 2011 and provides end-to-end external development services for AAA and AA* game titles, including development, technology, art production, trailer creation, and QA (quality assurance). As an independent studio, the company has achieved organic growth by expanding its business primarily through its own internal resources and technologies. Today, it has approximately 1,000 creators across Europe, North America, and South America.

C&R is advancing its content development efforts with C&R Creative Studios at its core. The studio traces its origins back to an internal video and web production studio established at C&R in 2002. , and in 2021, In 2021, C&R reorganized the studio to encompass its expanded fields of expertise including games, web, video, XR, CG, advertising, manga, novels, architecture, and fashion. It is now one of the largest development studios in Japan, with approximately 2,000 creators involved in more than 6,000 projects annually.

In recent years, game development in the global market has continued to grow in scale and duration, increasing the need for flexible production systems that transcend national and regional boundaries. Through this collaboration, C&R and ROOM 8 will be able to support each other on projects requiring cross-border and cross-cultural expertise. Furthermore, by strengthening cooperation in both business development and production structure, the two companies will provide higher value-added services to leading developers and publishers around the world. C&R and ROOM 8 will continue to leverage their respective strengths and areas of expertise to further enhance their competitiveness in the global market.

*A game title where a developer or publisher invests significantly more development and marketing resources than usual.

【Media Contact Information】

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About C&R Creative Studios



【About C&R Creative Studios】

C&R Creative Studios traces its origins back to an in-house video and web production studio established at C&R in 2002, which has grown steadily over the years. Its areas of expertise have expanded to include games, web, video, XR, CG, advertising, manga, novels, architecture, and fashion. In 2021, these studios were consolidated to form C&R Creative Studios.

Today, it is one of the largest development studios in Japan, with approximately 2,000 creators involved in more than 6,000 projects annually.

▼ C&R Creative Studios Website

<https://crdg.jp/>

■ Corporate Profile — Creek & River Co., Ltd.

Head Office:

Shintora-dori CORE, 4-1-1 Shimbashi, Minato-ku, Tokyo

Founded:

March 1990

Representative:

Jun Kurosaki, President & CEO

Locations:

Tokyo (Head Office), Osaka, Sapporo, Sendai, Saitama, Yokohama, Kawasaki, Takasaki, Kanazawa, Nagoya, Kyoto, Kobe, Takamatsu, Hiroshima, Fukuoka,

Kumamoto, Naha / Seoul, Shanghai, Beijing, Los Angeles, Montreal

Business Description:

Creek & River Co., Ltd. operates agency services (staffing and placement), production services (development and contracted production), and rights management services (planning, development, and distribution of intellectual property), specializing in professionals in the fields of video production, games, web, advertising and publishing, writers, performing arts, architecture, AI/DX, and sports.

As the C&R Group, the company also provides the same services in the fields of medical care, IT, accounting, law, fashion, food, life sciences, CXO support, and agriculture—expanding its coverage to 18 fields in total.

URL:

<https://www.cri.co.jp> (Corporate Website)

<https://www.cri.co.jp/website-sns/> (Official Website & Social Media List)

<https://www.creativevillage.ne.jp/> (Professional × Connect × Media “CREATIVE VILLAGE”)



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