

# kokoro

## KOKORO COMPANY, LTD. - Company Profile



# kokoro



Chairman of the Board  
**Tomokuni Tsuji**



President  
**Atsushi Ueda**

## Message from the President

Since foundation, the starting point of our robot creation has always been the “heart”, which is the origin of our company name “Kokoro” in Japanese. Over the years, we have honed entertainment and robot technologies through high quality and strict adherence to delivery deadlines and have built-up trusts and proven track records.

In 2024, we celebrated the 40th anniversary. Based on our foundation of high quality and trusts, we continue to strive to meet new needs and push it forward to future growth.

As a member of the Sanrio Group who value the social communication, we continue to create fascinating robots which gather people to share fun times.

## Corporate Philosophy

Robots are becoming familiar in our daily lives and expanding the scope of their activity. The robotic industry diversifies alongside various technologies. As one of the pioneers of manufacturing robots, Kokoro's goal remains same to create “robots that stir the heart” since foundation.

Kokoro's robots are still active all over the world and delivering high-quality performances in the field of surprise and impressive entertainment. Dinosaurs, which forms are revealed through researches, have been resurrected from ancient times and showcasing their majestic forms. Robots working at reception desks always welcome customers with gentle smile. Some robots perform tests incorporations and university laboratories to help and substitute people in unseen to the public. Vending machines featuring the Sanrio characters make shopping more enjoyable and bring smiles to the families and deliver happiness to everyone.

When the culture evolves, the needs change. But there are surely the sense of values that never change. They are rooted in human nature. We believe that the wonder of the “heart-warming experiences” we pursues is universal and transcend time, place, generations and countries. We wish to make surprise and inspire people all over the world with “inspiration” and “excitement”. Kokoro celebrate the 40th anniversary in 2024. We wish you to look forward to seeing us evolving our corporate message more powerfully.

**We bring surprise and thrills to people all over the world  
with "inspiration" and "excitement."**

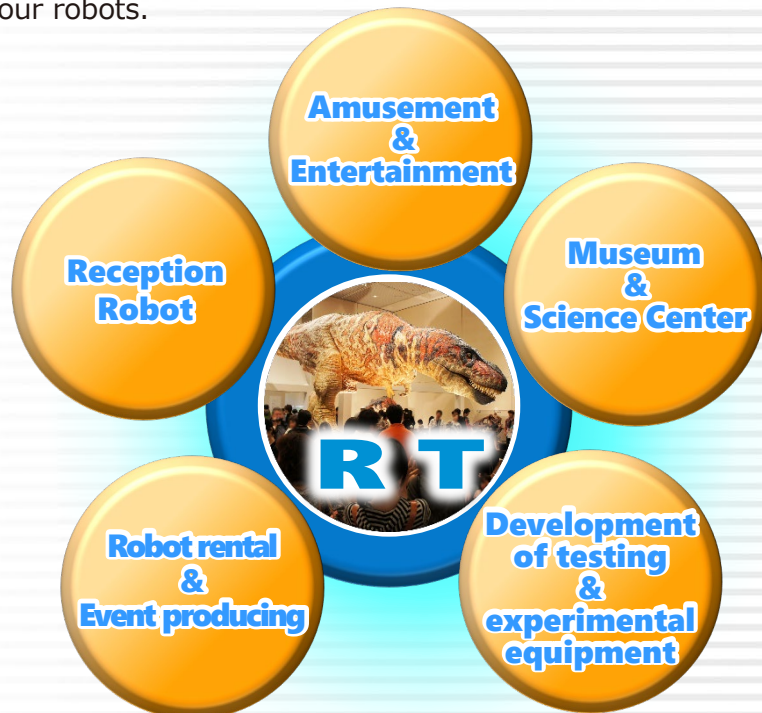


## Corporate Structure

Our business is based on mainly two kinds of businesses of **RT (Robot Technology)** and **SR (Shop Robot)**.

### RT “Robot Technology”

With the key axis of our most well-known and familiarized realistic dinosaur “DOUKOKU®” (moving sculpture), we welcome to make various types of robots and exhibits, equipment for test/research purpose including installation and after-sale support. We also provide event planning and rental of our robots.



### SR “Shop Robot”

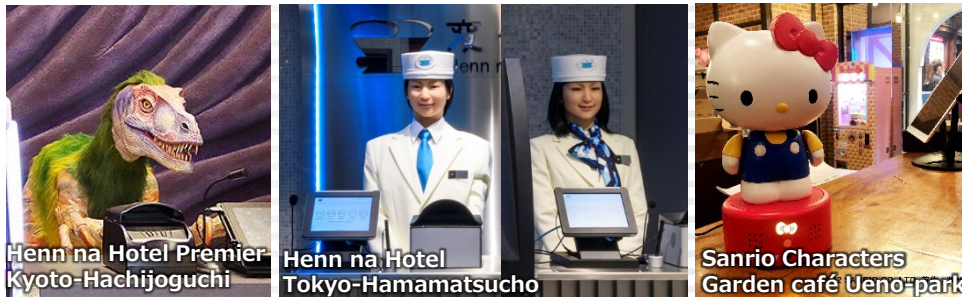
We operate the popcorn vending machines which decorated and added a touch of entertainment with Sanrio characters throughout a whole nation. We also undertake to develop a custom-made and one-of-a-kind vending machine and amusement machine.



## Permanent display items at public institutions



## Reception robot



## Amusement and Entertainment



We help you to realize your dreams with our original and unique technology

## Development of testing and experimental equipment

Patient Robot Simulation System for Dental Education  
「SIMROID®」



"SIMROID" is a product jointly developed by The Nippon Dental University Hospital, Morita Corporation, Morita Seisakusho Corporation, and Kokoro Co., Ltd.  
"SIMROID" is a registered trademark of Morita Seisakusho Corporation.



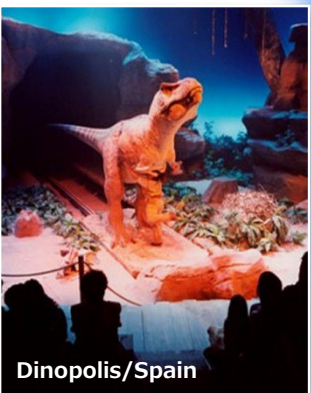
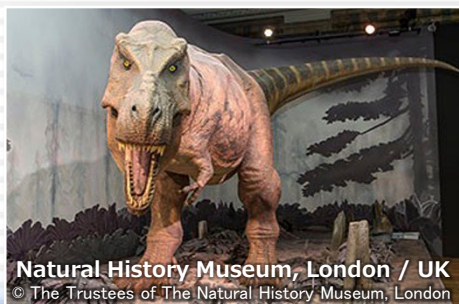
## Robot rental and Event produce



Since founded in 1984, we have actively expanded overseas.  
Our products have been fascinating people over 25 countries to date  
including a number of the world's leading museums and facilities.

# *RT / Overseas Business*

## *Japanese Craftsmanship Trusted Around the World*



# Production process of Robot

There are various ways of approaches to make "one-of-a-kind" item.  
Below is an example of the process to make a dinosaur robot.

## 1. Proposal



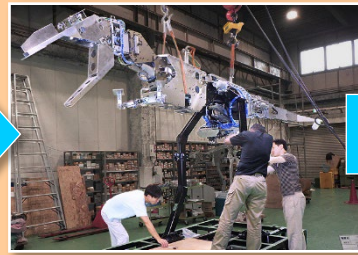
We listen client's requests and propose suitable items and plans.

## 2. Mechanical Design



Design the mechanism to match the external shape and movement/stage plan.

## 3. Mechanical assembly



Sophisticated techniques required to assemble the parts and create an important structure of the dinosaur.

## 4. External shaping



Replicate external shape of the dinosaur is supported by academic knowledges and sophisticated craftsmanship manner.

## 5. Control systems and programming



Programming is a kind of "bringing robot to life". Our system also responds to an integration with external systems.

## 6. Quality Management



We strictly perform control quality from every stage of the manufacturing process.

## 7. Setup



Set up and installation is carried at the "safety first".

## 8. Maintenance



After-sale support is provided upon request.

## Maintenance

We provide reliable after-sale support upon a client request.



## Entertainment-style vending machines with Sanrio characters bring you "Happy Time" with delighting all your senses.

Our shop robots are experience-based vending machines that not only selling the products but also providing enjoyable time with all your senses. The world well-known "Kawaii" Sanrio characters contribute to the sales and attracting customers.

### Popcorn vending machine "Pon Pon Pack" series

"Pon Pon Pack" bring fun experiences with "Kawaii" character gimmicks, sound, light, scent and just-made taste. "Pon Pon Pack" series are loved by three generations and attract the customers over 30 years.



### Amusement machines

We operate amusement machines which incorporate the charm of Sanrio characters.

#### Gacha-style vending machine



#### Sanrio Characters Unipachin

Keychain vending machine with name print



## Company Name

Kokoro Company, Ltd.

## Representative Directors

Chairman of the Board: Tomokuni Tsuji  
President: Atsushi Ueda

## Date of Establishment

February 1, 1984

## Paid-in Capital

¥495 million

## Fiscal Year End

March 31st

## Parent Company

Sanrio Co. Ltd.

## Main Financing Bank

MUFG Bank  
(Gotanda Branch)

## Employee Number

59 (as of April 2025)

## Purposes of Incorporation

1. Development, planning and design, production, sales and leasing/rental of robots.
2. Development, planning and design, production, sales and leasing/rental of computer control and application machines.
3. Development, planning and design, production, sales and leasing/rental of automated machinery and equipment.
4. Design, production, sales and leasing/rental of "DOUKOKU" (moving sculpture).
5. Interior and display design and decoration.
6. Planning, drafting, production and sales of advertising and publicity articles.
7. Publishing.
8. Development, planning and design, production and sales of toys and games.
9. Development, planning and design, production and sales of handicraft goods such as miniature robots.
10. Development, planning and design, production, sales and leasing/rental of audio-visuals.
11. Development, planning and design, production, sales and leasing/rentals of welfare and medical equipment and instruments, such as nursing robots.
12. Planning, manufacture and sales of confectionery products.
13. Sales and purchase of second-hand articles.
14. All operations related to each item described above.



## Main Office

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