



Manga Productions Annual Report



In the Name of Allah, the
Most Gracious, the Most
Merciful



Our minds and energies are driven by innovation. Our goal is to foster this creativity and transform it into a knowledge-based economy.

His Royal Highness Crown Prince

*Mohammed bin Salman bin
Abdulaziz Al Saud*

Chairman of the Board,
Mohammed bin Salman Foundation "Misk"

Board members



**Mr. Saeed Mohammed
Al-Ghamdi**
Chairman of the Board



**Dr. Badr Hamoud
Al-Badr**
Member



Mr. Faisal Baltyour
Member



Mr. Shuzo John Shiota
Member



Mr. gianluca chakra
Member



CEO's Message

The year 2025 marked a new stage of growth for Manga Productions, a subsidiary of the Mohammed bin Salman Foundation (Misk). We at Manga Productions, set out to broaden its impact in the global entertainment industry. This progress has been driven by the passion of Saudi youth and guided by a forward-looking vision that recognizes creativity as both a cultural force and a form of soft power.

This year, we strengthened our production capabilities, carefully managed our intellectual properties, and expanded our partnerships. Through these efforts, we introduced global audiences to our culture and homegrown creativity while delivering comprehensive and exceptional experiences to Arab audiences, particularly within the gaming sector, which has become an increasingly competitive global arena.

At the heart of this story stands the Saudi talent as our true champion. We invested in their values and abilities, transforming passion into world-class professionalism. As a result, our presence on international platforms has grown, rooted in authenticity, yet expressed in a contemporary language that speaks to the world.

This report represents our renewed commitment to carry the journey forward. We remain dedicated to building sustainable foundations and maximizing our impact, inspired by the steadfast support of the Kingdom's leadership and guided by the ambitions of Saudi Vision 2030. We fully embrace our responsibility to advance cultural and artistic creativity and to project our values onto the global stage.

Let us move forward with confidence toward a future in which Manga Productions is not only a leading company, but also a driving force shaping Saudi content and the contours of the global creative industry.

Dr. Essam Aman Allah Bukhary

Chief Executive Officer
Manga Productions

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Introduction

This report reflects a year of progress for Manga Productions in its mission to nurture the next generation of talent.

In 2025, Manga Productions went beyond delivering world-class content to broaden its impact. Rooted in local passion and guided by a strategic vision, we have reached wider global audiences. Today, the company is recognized locally and regionally for its excellence and creativity, becoming a trusted partner for leading international institutions.

During the year, Manga Productions expanded its creative output and strengthened its cultural presence. It advanced its use of emerging technologies, integrating artificial intelligence into its creative operations, reinforcing its position in a rapidly evolving world.

This momentum was strengthened by our deep understanding of the aspirations and interests of Arab youth. We delivered experiences that reflect who they are and support their role in shaping the global creative landscape by integrating Arabic content with projects developed alongside leading international game developers.

This report documents a year of growing creativity and looks ahead to the next phase. Moving forward, we will continue shaping the future of anime, manga, and gaming content, while advancing Saudi culture globally through stories rooted in our heritage and told in a universal language. At its heart is a story of belief in national talent and in the ability of Saudi content to inspire the world.



About Manga Productions

About Manga Productions

Manga Productions is a leading creative content company, originally established in 2011 and relaunched in 2017. It operates as a subsidiary of the Mohammed bin Salman Foundation, "Misk."

The company specializes in developing high-quality creative content produced to the highest professional standards. It also focuses on the development, licensing, and distribution of intellectual property rights. Through this work, it delivers content that carries meaningful messages to diverse audiences locally

Vision

To be a regional leader and a globally recognized pioneer in meaningful creative content.

Mission

To deliver engaging and purposeful creative content that helps shape creative generations through the promotion of positive values and principles.



Objectives

Strategic priorities driving growth and impact

Storytelling

Crafting inspiring stories through compelling visual platforms to share Saudi culture with global audiences.

Transferring expertise and technologies in content creation to Saudi Arabia to build strong national capabilities in the sector.

Industry Advancement

Industry Development

Advancing a professional content industry in Saudi Arabia and the wider Arab world while delivering creative products that meet global standards.

Supporting and nurturing young talent in manga, animation, and video game development.

Talent Support & Development

Values Promotion

Promoting positive values and strong ethics among youth and emerging generations through purposeful content.



Values

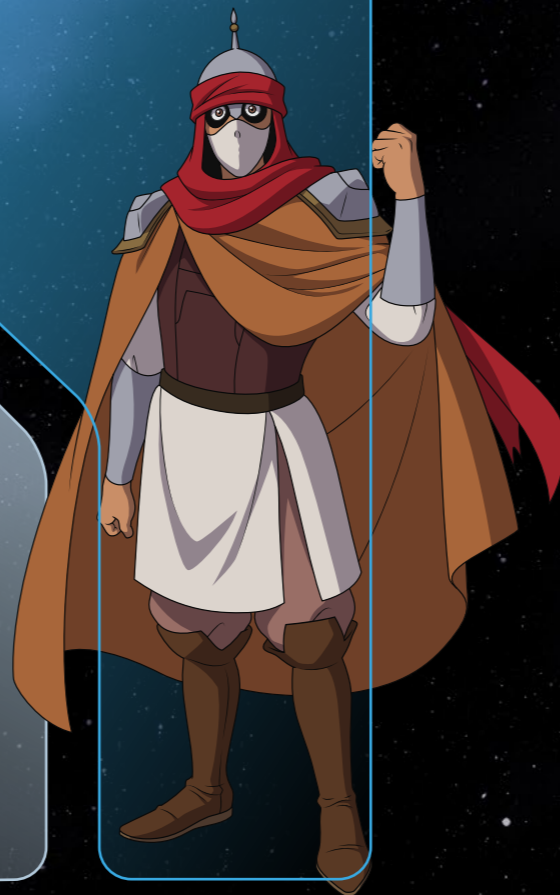


Commitment

Inspiration

Passion

Engagement



Core Areas of Operation

An integrated ecosystem for creative content development

Original Intellectual Property Creation & Production

Animation Production

01

Animation production represents a cornerstone of the creative ecosystem. It transforms ideas into vivid visual worlds and dynamic storytelling, building characters that resonate across age groups. This strengthens content presence and enables its expansion across multiple platforms.

Video Game

02

Video game development adds an interactive dimension to the ecosystem by transforming fictional worlds and characters into immersive digital experiences. This deepens audience engagement, broadens content reach, and unlocks new opportunities across local and global markets.

Manga

03

Manga serve as a foundational space for narrative development and early-stage concept building. They allow for the exploration of fictional worlds and characters, solidify the creative identity of content, and provide a flexible base for adaptation into other formats such as animation and gaming.

Intellectual Property Licensing & Distribution

- ▶ Leveraging commercial opportunities and strengthening the distribution of Manga Productions' original content by capitalizing on enhanced negotiating power derived from a diversified content portfolio.
- ▶ Managing, developing, publishing, and distributing international intellectual properties in ways that maximize economic value, ensure broader reach and influence, and support sustainable growth.

Company Offices

A global footprint strengthening partnerships and expanding content reach

The company's geographic reach reflects the scale of its operations and the diversity of its markets. It combines a strong local foundation with active international engagement, supporting production processes, reinforcing partnerships, and broadening access to diverse audiences across multiple markets.



Riyadh Office

The Riyadh office serves as the company's main operational hub and focal point for its local initiatives. From here, production projects are managed, national partnerships are coordinated, and programs supporting local talent are developed—strengthening the company's role within the Saudi creative landscape and contributing to the growth of the local content industry.



Tokyo Office

The Tokyo office represents the company's gateway to global markets and a strategic point of engagement with one of the world's leading creative ecosystems in anime and gaming. This presence facilitates knowledge transfer, builds international partnerships, enhances production quality, and enables Saudi content to reach global audiences.



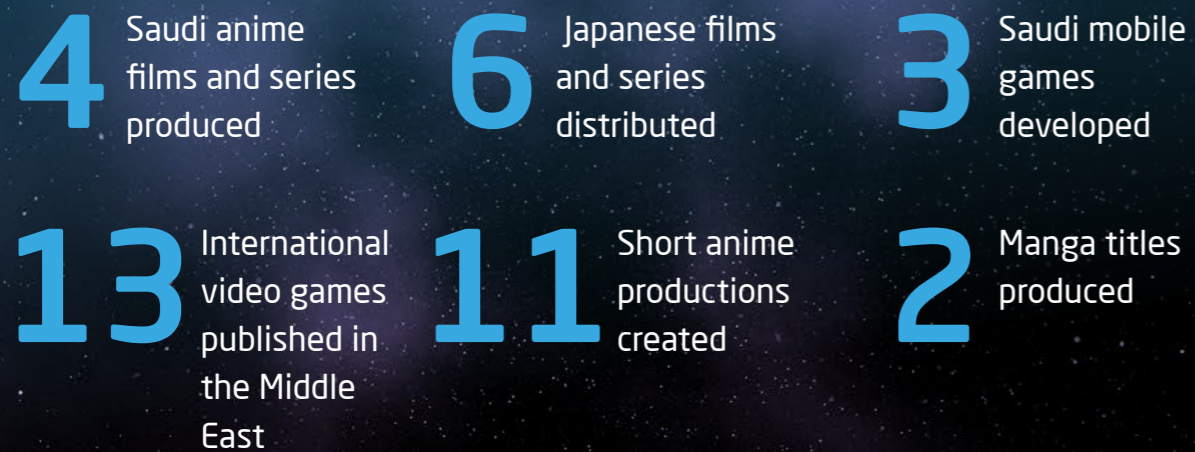
Manga Productions' Journey

Manga Productions

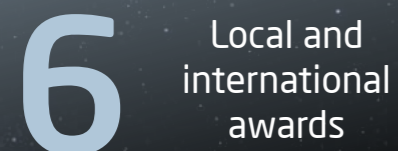
Advancing Saudi's creative content sector

2017-2025

Production & Creative Projects



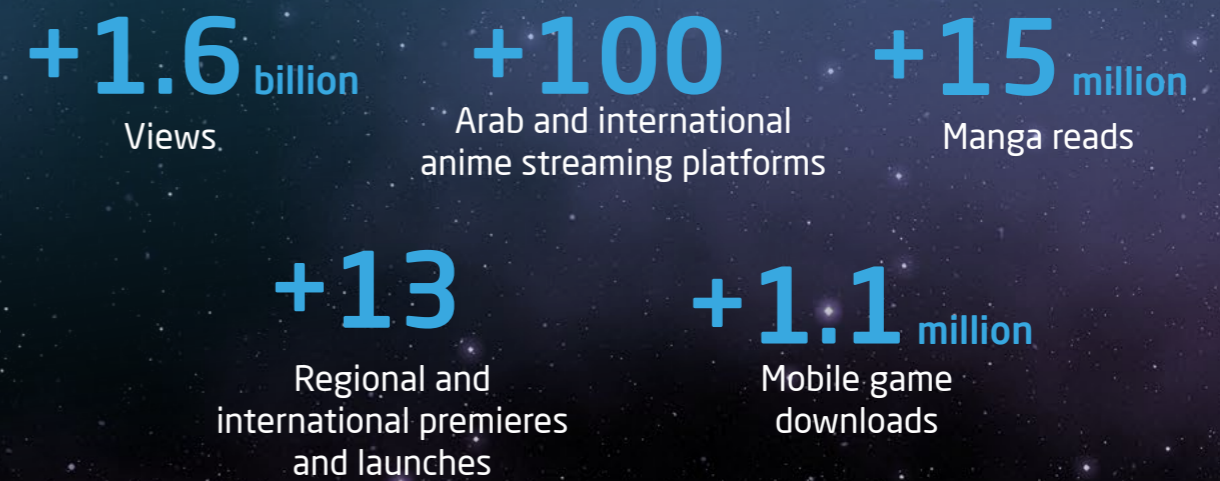
Awards



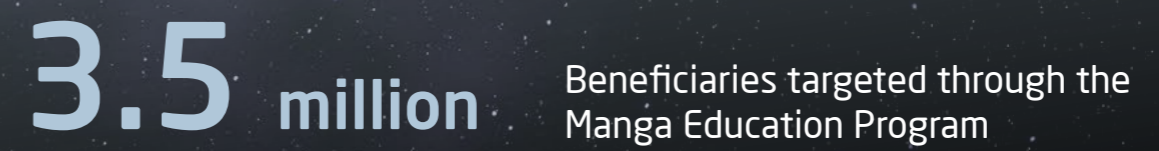
Partnerships



Reach & Impact



National Talent Development





Strategic Focus Areas

Creative Production

Saudi content with global standards

Manga Productions focuses on developing and producing original creative content that meets international standards across animation, manga, and video games. Its work is grounded in storytelling that reflects Saudi cultural identity while engaging global audiences. Investment in artistic excellence, narrative innovation, and advanced technologies remains central to strengthening the global position of Saudi content and delivering sustainable cultural impact.

Anime



Asateer2:
Future's
Folktales



Asateer:
Future's
Folktales

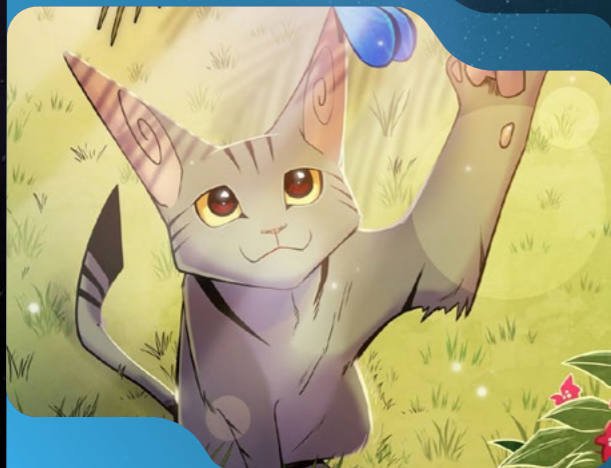


Woodcutter's
Treasure



The Journey

Manga



Bissa



Mercury Girl

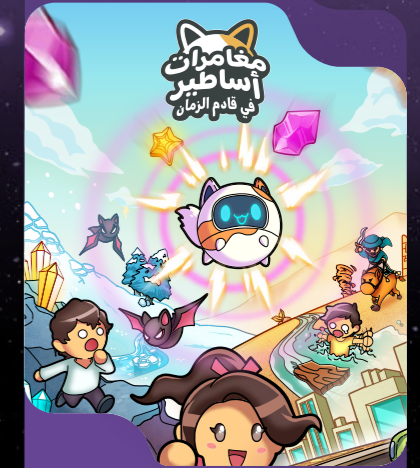
Games



Ghoul's Cave



Dhafer "The
Champion"



Future's Folktales
Hopper Quest

Investment in Intellectual Property

Global distribution and strategic partnerships

Manga Productions enhances the value of its intellectual properties through regional and international publishing, distribution, and marketing, while building strategic partnerships with leading studios, game developers, and global platforms. This approach expands market reach, strengthens commercial returns, and reinforces Saudi Arabia's presence in the global creative content industry.

Managing regional distribution rights for globally recognized anime titles such as Captain Tsubasa and Grendizer U, further strengthening international partnership networks and solidifying Manga Productions' position as a leading regional distributor.

Publishing and distributing major international video games, such as DYNASTY WARRIORS: ORIGINS and Sonic Racing: CrossWorlds, across the Middle East and North Africa, including full Arabic localization and cultural adaptation for regional audiences.

Talent Development & Creative Ecosystem Development

Manga Productions places strong emphasis on developing national talent and building a sustainable creative ecosystem through specialized training programs, workshops, and educational initiatives in partnership with local and international entities. These efforts aim to empower Saudi talent, enhance professional readiness, and increase participation in local and global productions, facilitating knowledge transfer and the localization of expertise.

Delivering specialized training programs in animation and production.

Developing and delivering international programs, workshops, and lectures benefiting more than 4,000 trainees.

Financial Sustainability & Business Growth

Cultural impact and balanced economic growth

Manga Productions is committed to achieving financial sustainability that supports long-term growth by diversifying revenue streams, improving investment efficiency, and building balanced business models that integrate cultural impact with economic return. This approach strengthens the company's ability to continue innovating, expand into new markets, and contribute to the creative economy as a driver of national development.

Diversifying revenue streams by combining original production, publishing and distribution, and commercial licensing—ensuring sustainable financial flows that support long-term expansion.

Generating solid investment returns through international gaming partnerships, including collaborations with Koei Tecmo, SEGA, and Microids, and maintaining a positive average return on investment to support financial stability and business growth.





Executive Summary

Manga Productions Milestones in 2025

A year of creativity and global presence

Media recognition

Asateer2: Future's Folktales won the Saudi Media Forum Award in the Media Communications Activities track.

Expanding the gaming portfolio

Launch of Amerzone.

Empowering national talent

- Launch of the "Dub It in Our Dialects" competition.
- Participation in the Esports World Cup (EWC).

Culture and identity on the global stage

- Signing of a Saudi-Chinese partnership with the Bilibili platform.
- Release of the 95th Saudi National Day video titled A Nation of Heroes.
- Partnership with PUBG MOBILE to support Arab creators globally.
- Global launch of Sonic Racing: CrossWorlds from Riyadh.
- Launch of a Saudi manga work at Tokyo Fashion Week in collaboration with the Fashion Commission.

Local partnerships and capacity building

- Signing a memorandum of understanding with NHC to integrate creative content in showcasing projects and destinations.
- Conclusion of the Saudi dialect dubbing training program.

January 2025

February 2025

March 2025

April 2025

June 2025

July 2025

August 2025

September 2025

October 2025

November 2025

December 2025

A strong start in gaming and anime

- Launch of DYNASTY WARRIORS: ORIGINS across the Middle East and North Africa, highlighted at XP25 in Riyadh.
- Completion of the broadcast of Season Two of the Saudi anime series Asateer: Future's Folktales

Global presence and strategic partnerships

- Manga Productions participated as an exclusive sponsor at Anime Japan 2025, becoming the first company from outside East Asia to do so.
- Signing of a strategic partnership with Sela to enhance collaboration with Japanese brands and participate in Riyadh Season.
- Launch of Morkull: Rage of Ragast on PC, PlayStation, and Xbox platforms.

Localizing global content

Nioh 3 Publishing and Arabic Localization Agreement Across MENA.

Anime at the heart of the world

Hosting a cinematic anime night at Expo Osaka 2025.

Global cultural dialogue

Hosting the creator of Captain Tsubasa in an interactive dialogue session.

Closing the year with awards

- Winning two awards for localization and Arabic adaptation for DYNASTY WARRIORS: ORIGINS.
- Launch of additional content for Future's Folktales: Hopper Quest - Oxagon (NEOM) World.



Impact Journey

Impact in Numbers

2025

Game Downloads

+1 million

+500,000 downloads of Future's Folktales: Hopper Quest - Oxagon (NEOM) World

A fully integrated Arabic gaming experience developed to global standards, reaching 170 million players across 20 countries



Views

+381 million

total views across platforms



Awards

4

local and regional awards

Partnerships

8

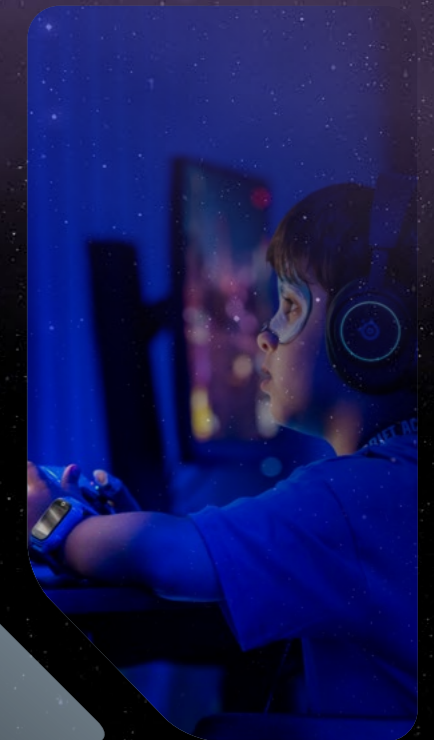
local and international partnerships



Reads

+1.5 million

reads of Saudi manga titles





Manga Productions Awards 2025

Manga Productions Awards 2025

Global recognition of Saudi content excellence and impact



For-Profit Cultural Institutions Award

National Cultural Awards 2025

In recognition of its role in expanding the global presence of Saudi culture through the production of diverse creative content, building international partnerships, and the empowerment of national talent.



Best Localization Award

True Gaming Awards 2025

For the localization of Dynasty Warriors: ORIGINS, highlighting the quality of translation and cultural adaptation in delivering a professional experience for Arab players.



Best Localization Award

Grand Game Awards 2025

For Dynasty Warriors: ORIGINS, reinforcing Manga Productions' leadership in delivering global gaming experiences with high-quality Arabic content.



Saudi Media Forum Award 2025

For Asateer2: Future's Folktales, in recognition of its media success and its impact in presenting Saudi content in a creative and widely engaging way.



Original Productions & Creative Projects

Anime

A story told to the world

01



Original Productions & Creative Projects



Asateer2: Future's Folktales

The year 2025 marked an important milestone in Manga Productions' anime portfolio with the completion of Season Two of Asateer: Future's Folktales on January 25, 2025. The series has achieved significant international visibility as one of the leading Saudi animated productions. The new season builds on the original anime experience, combining storytelling inspired by Arab culture with contemporary visual design and global production standards.

Season Two was produced in collaboration with Japan's Toei Animation, with the creative contribution of more than 50 Saudi artists across character design, creative direction, and production. This reflects Manga Productions' ongoing commitment to empowering national talent and supporting Saudi creators' participation in productions that reach global audiences.

The series features iconic Arab voice actors, alongside notable Japanese artistic participation at international screenings and events.

Launch of Asateer2: Future's Folktales (French-dubbed version)



Key Metrics

+335 million
digital impressions

+151 million
views

+16 million
engagements

+147,000
clicks

275
media posts

+450
press and TV coverages

+200
international media coverages

4
global screenings and international forums

+200,000
visitors across screenings and events

5
Screened and distributed across 5 continents

International Presence & Recognition

Three episodes from Season Two were screened during a special cinematic event at Expo Osaka 2025 in Japanese, with English subtitles.

Saudi National Day (95th) Production

“A Nation of Heroes” Video

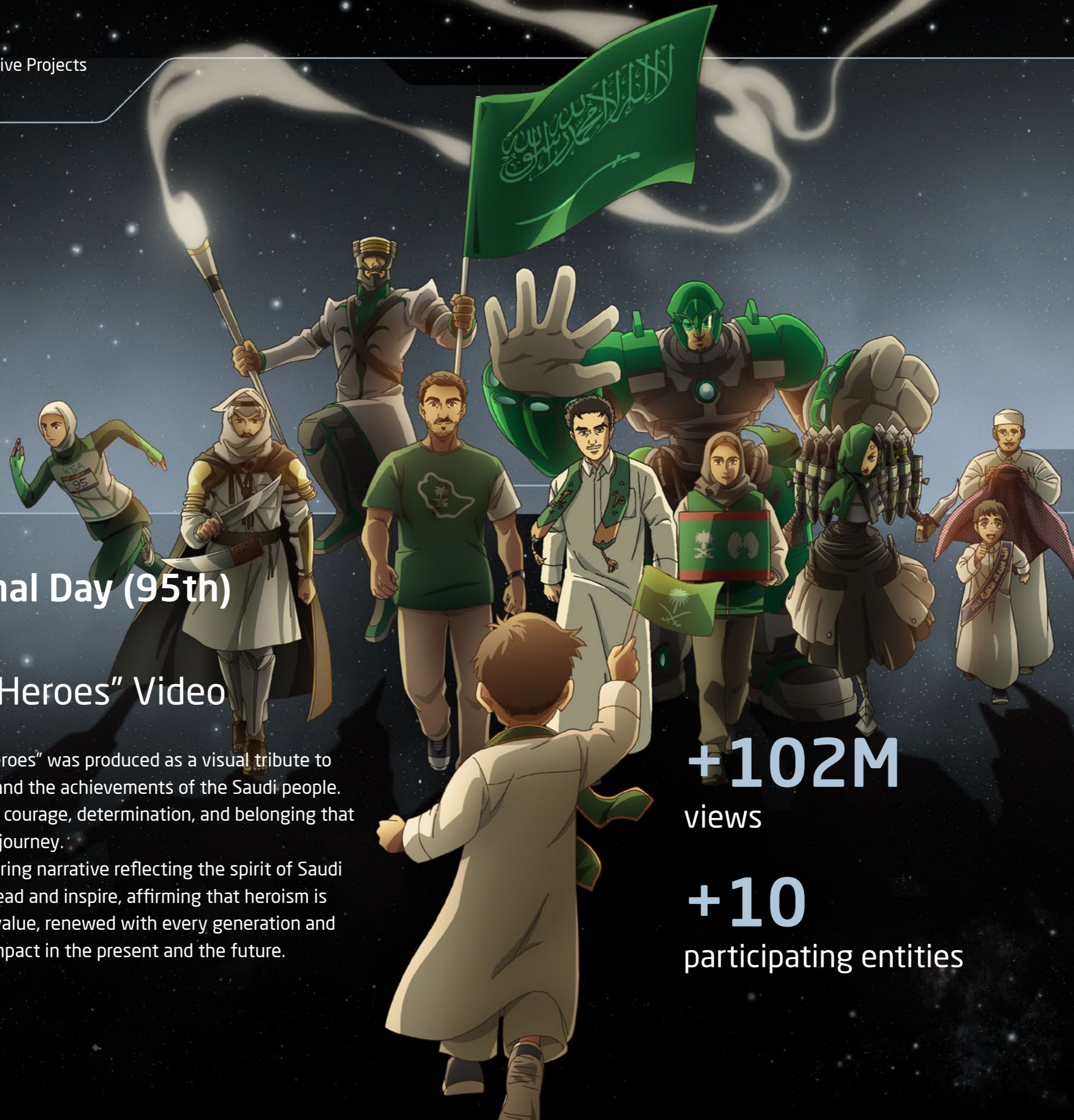
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Saudi National Day (95th) Production “A Nation of Heroes” Video

The video “A Nation of Heroes” was produced as a visual tribute to the Kingdom’s principles and the achievements of the Saudi people. It highlights the values of courage, determination, and belonging that have shaped the nation’s journey.

The film presents an inspiring narrative reflecting the spirit of Saudi society and its ability to lead and inspire, affirming that heroism is a deeply rooted national value, renewed with every generation and translated into tangible impact in the present and the future.



+25M
engagements

+102M
views

+228M
impressions

+10
participating entities

+92
posts

Manga

A gateway to creative expansion

03





Bissa

In 2025, Bissa continued to stand out as one of the leading Saudi manga titles. With the completion of three volumes, the series further solidified its position within the local creative scene.

Story Overview

Set in a contemporary fantasy world, Bissa follows its central protagonist on a journey filled with challenges and discoveries, blending imagination, adventure, and emotional depth. The manga is distinguished by its engaging visual style and evolving storytelling approach, which continues to develop its characters and narrative world with each release—making it especially resonant with young readers and young adult audiences.



Mercury Girl

The year 2025 marked notable expansion for Mercury Girl, with the release of six new chapters. This aligns with Manga Productions' direction toward presenting bold and distinctive narratives.

Story Overview

Mercury Girl tells the story of an exceptional heroine navigating both internal and external conflict in a world shaped by intersecting powers, identity struggles, and personal transformation. The manga carries a dramatic and symbolic tone, exploring themes of strength, choice, and self-formation within a contemporary visual framework that reflects the creative maturity of the work.



Manga Readership Summary - 2025

Total manga reads:

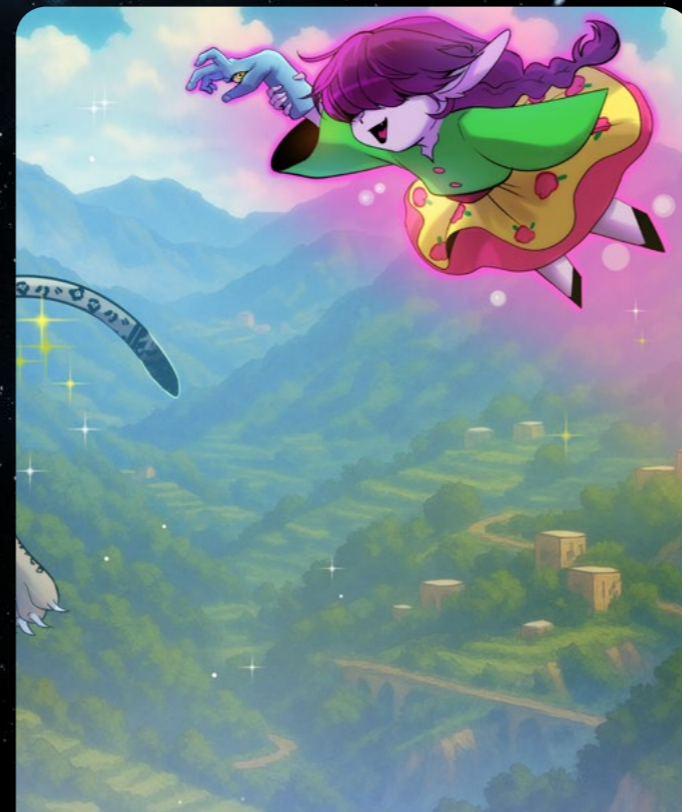
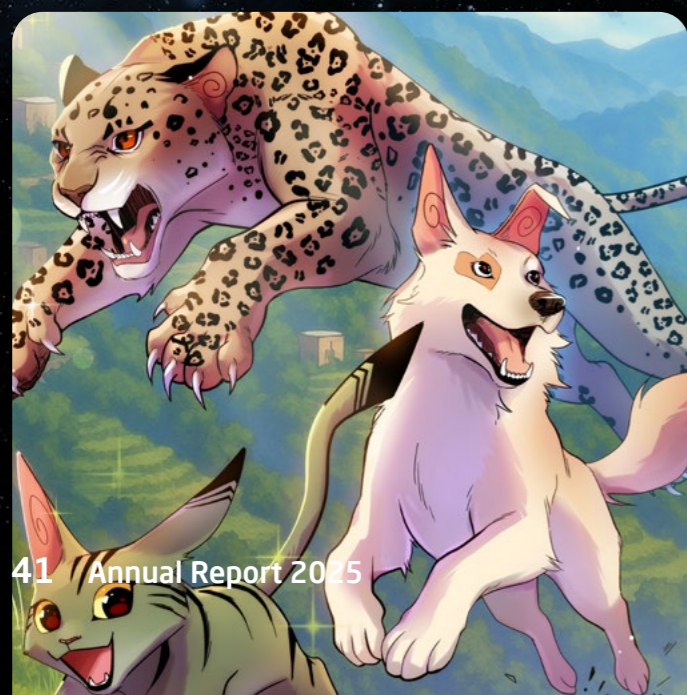
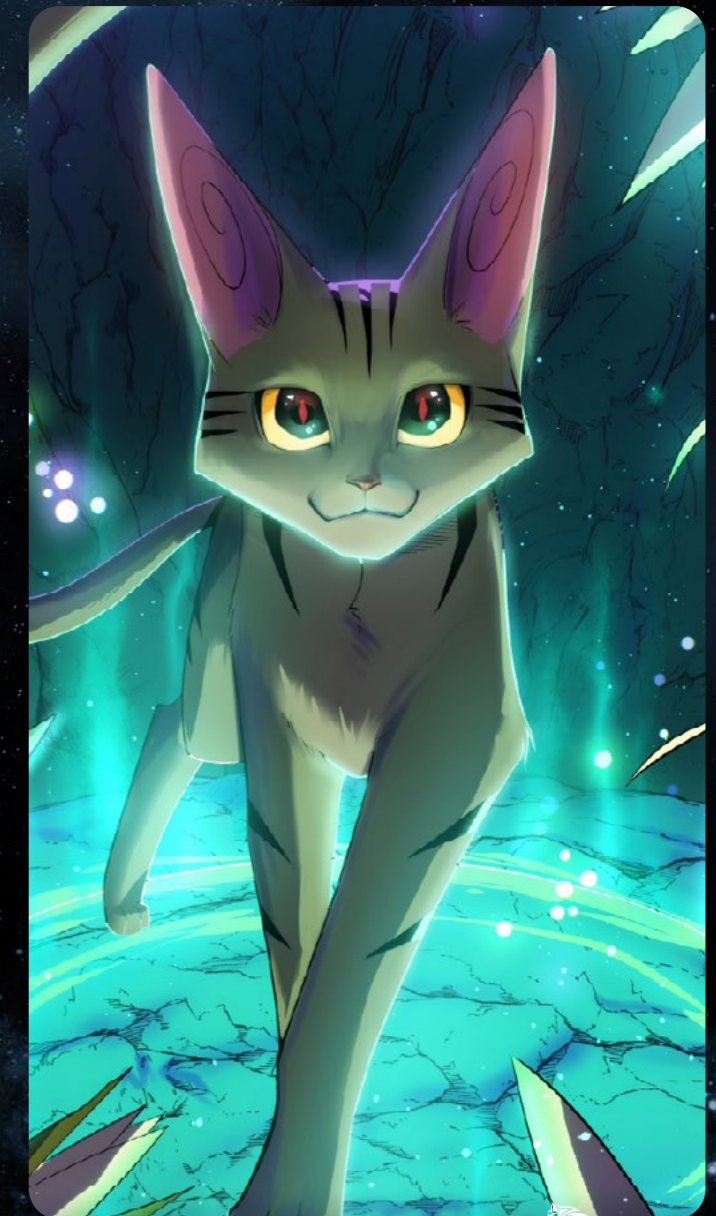
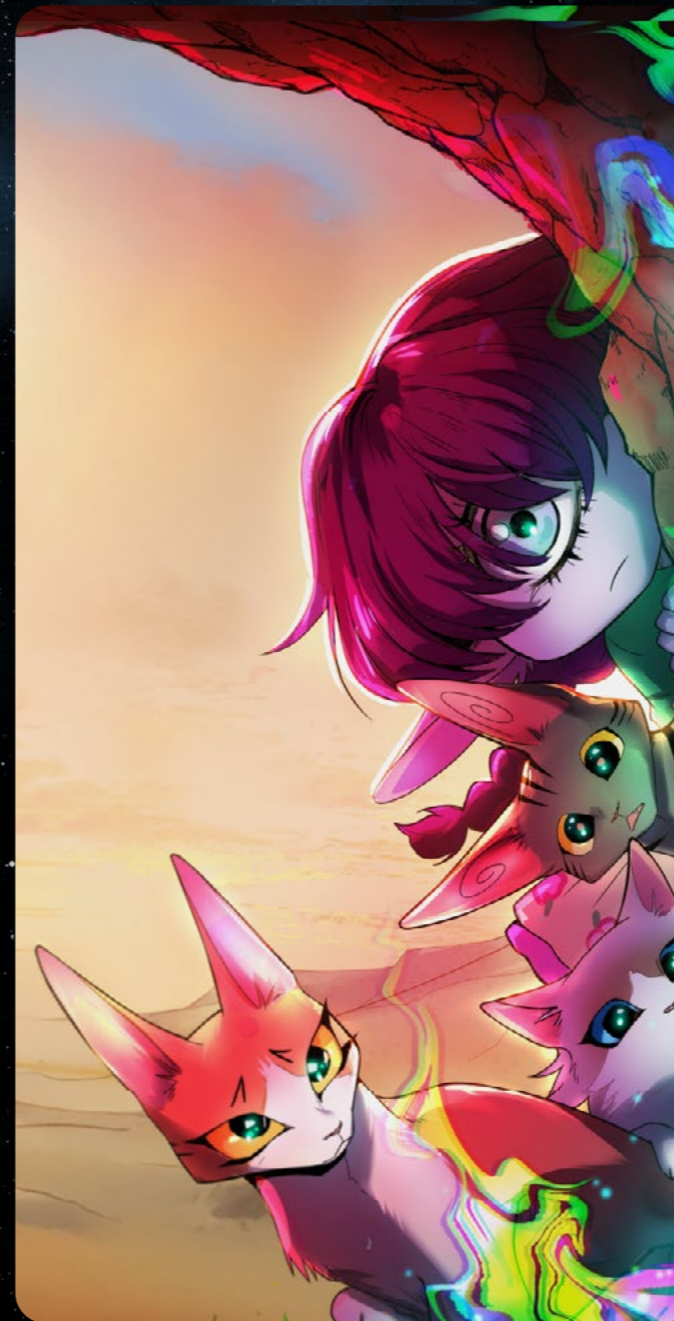
+1.5 million

(including printed copies and in-app reads)

More than

13 new chapters

of Saudi manga titles were released within a single year.



Publishing & Distribution of Global Games

Strengthening the presence of Arabic in the gaming market

04





Dynasty Warriors: ORIGINS

In 2025, DYNASTY WARRIORS: ORIGINS was launched and published across the Middle East and North Africa through a strategic partnership between Manga Productions and Japan's Koei Tecmo Games. As a major AAA title, the release delivered a fully integrated Arabic gaming experience, featuring comprehensive localization and cultural adaptation for regional audiences—reinforcing the presence of the Arabic language in global gaming.

Localization of more than

500,000

words into Arabic.

A large-scale regional
launch campaign across
MENA.



Nioh 3

Manga Productions continued its role as a regional distributor of global titles through a publishing agreement to release Nioh 3 across the Middle East and North Africa. This agreement reflects the depth of its international gaming partnerships and reinforces Manga Productions' role in bringing globally successful gaming experiences to the Arab market as part of one of Koei Tecmo Games' most successful franchises.

The Nioh series has surpassed

8.5 million copies

sold worldwide.



Sonic Racing: CrossWorlds

In 2025, Manga Productions launched Sonic Racing: CrossWorlds from Riyadh, positioning the capital as a regional platform for major entertainment releases. The launch was supported by a wide-scale marketing and audience activation campaign, strengthening Sonic's presence in the Arab market and reinforcing Manga Productions' position as a strategic partner in global game publishing and distribution.

+90 million

digital impressions

+300,000

clicks on promotional content

+7,000

visitors to launch events in Riyadh and Jeddah

Sales target of up to

45,000

copies



Morkull: Rage of Ragast

In 2025, Manga Productions announced the launch of Morkull: Rage of Ragast in collaboration with Disaster Games, making it available on PlayStation, PC, and Xbox platforms. The release aligns with Manga Productions' strategy to diversify interactive content and expand its publishing portfolio with varied gameplay experiences.

Released on

PlayStation, PC, and Xbox.



Amerzone

In 2025, Amerzone was launched as part of the portfolio of games published and distributed by Manga Productions, further expanding the range of interactive experiences offered to audiences and strengthening the presence of diverse gaming titles across local and regional markets.



Future's Folktales: Hopper Quest - Oxagon (NEOM) World

As part of its strategy to expand original productions and enhance interactive experiences rooted in Saudi identity, Manga Productions released additional content in 2025 for Future's Folktales: Hopper Quest. The Oxagon world draws inspiration from NEOM's industrial city, Oxagon—the world's largest floating industrial complex.

This expansion reflects Manga Productions' strategy of developing integrated digital worlds inspired by major national projects and transforming them into immersive gaming experiences that deepen engagement with local content while expanding regional and global reach.

The game achieved more than 500,000

downloads, demonstrating strong audience demand for original productions.

Continued Publishing & Distribution of Global Titles



The Smurfs Kart



The Smurfs: Dreams



The Smurfs: Village Party



Empire of the Ants



UFO Robot Grendizer:
The Feast of the Wolves



Manga Productions Across the Media Landscape

Media Presence & Press Coverage

Extensive visibility reflecting continued achievements

Manga Productions' work received wide media coverage across local, regional, and international outlets. Coverage included news reports and specialized analytical content that highlighted the company's achievements and strengthened its institutional credibility.

+151 million



views generated by the Asateer2: Future's Folktales communication campaign

Total Audience Reach

+350 million

+4 billion

cumulative reach across local, regional, and international press coverage

+102 million

views for the 95th National Day video



+90 million

impressions generated by the Sonic Racing: CrossWorlds campaign



+5 million

impressions generated by the "Dub It in Our Dialects" competition

دبلجها
بلهجاتنا

Media Reach Scope

Multiple channels connecting with a global audience

Manga Productions' sustained media presence reflects its position as an active player in the media landscape, enabling the company to deliver its creative and cultural messages to diverse regional and international audiences.

4 Billion

Total Media Reach

+1.24 Billion

Increase Compared to the Previous Year

+45%

Increase in Media Reach

Geographic Reach

Local - Regional - Global

North America

Europe

Japan

North Africa

Middle East

East Asia

South America

Media Platforms

Digital | Broadcast | Print

Social media platforms

digital press

television

newspapers, and industry magazines

Press Coverage

Insights into the Manga Productions Experience

Manga Productions' journey has received international media attention, presented as an inspiring model for building an integrated creative industry. Coverage highlighted its success in content development, international expansion, and building strategic partnerships.

Featured Coverage



Emulating Success: Lessons For Business Leaders From Manga Productions' Journey

The feature examined Manga Productions' successful business model, emphasizing the role of long-term vision, talent empowerment, and international partnerships in driving sustainable growth.



Manga Productions Chief Essam Bukhary on Saudi Manga Craze and How Partnership With Japanese Studios Is the "Future of the Anime Industry"

The article highlighted the growth of the anime industry in Saudi Arabia and the role of Manga Productions and its Japanese partnerships in developing content that meets international standards.

初の日本・サウジアラビア共同製作アニメ映画

It highlights Japan's increasing interest in Saudi storytelling, while emphasizing Manga Productions' role in supporting Saudi talent and enhancing their skills in anime production.



JETRO
Japan External Trade Organization



Korea's CJ ENM Inks Content Deal With Saudi's Manga Productions

The coverage addressed the partnership with CJ ENM to co-produce and distribute content, reinforcing the global reach of Saudi content.



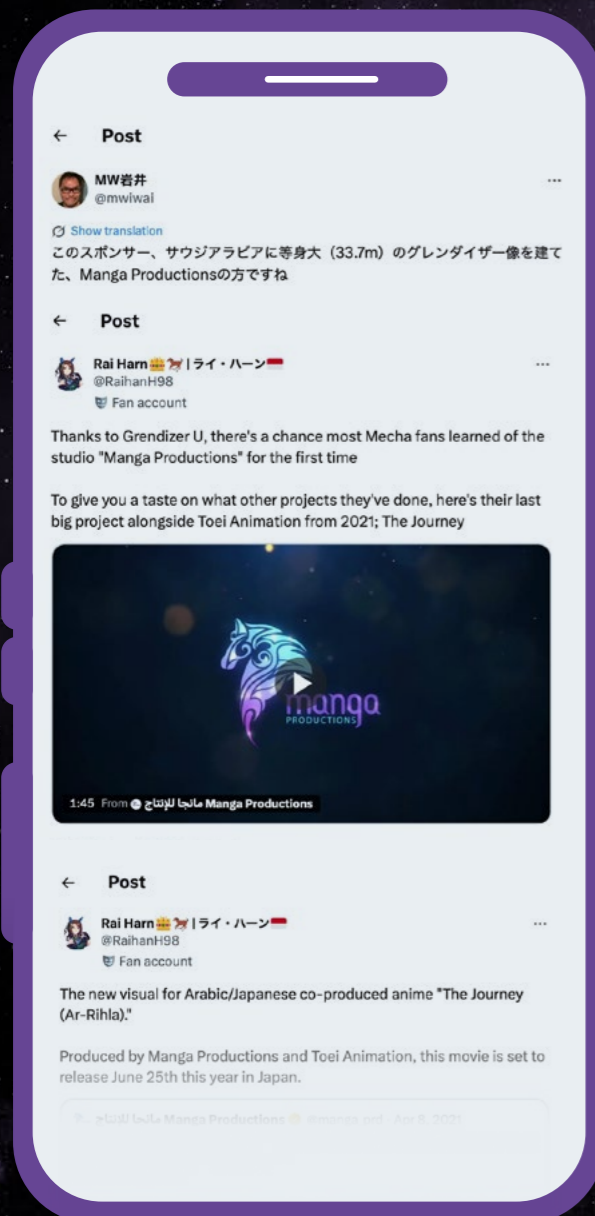
Saudi anime producers see potential in China

The report focused on Manga Productions' expansion into the Chinese market and the role of international partnerships in expanding its production capabilities and global reach.

A Resonant Global Impact

How the world engaged with the Manga Productions experience

International reactions underscored Manga Productions' growing presence within the global creative landscape, affirming its competitiveness and its ability to connect with wide and diverse audiences around the world.





Strategic Partnerships

Strengthening Local & International Partnerships

A strategic pathway that enhances collaboration, expands impact, and supports the reach and competitiveness of Saudi content across regional and global markets.

Local Partnerships

National collaboration that expands impact and drives value



Objective:

Strengthening collaboration to produce creative content that highlights NHC's identity and projects.

Impact:

Raising awareness of perspectives and developments through content that enhances community and cultural engagement.



Objective:

Expanding investment in national intellectual properties and strengthening the presence of Asateer: Future's Folktales characters.

Impact:

Maximizing the economic value of intellectual property and broadening its reach, reinforcing the competitiveness of local content.



هيئة الأزياء
Fashion Commission

Objective:

Integrating Saudi visual creativity into global cultural platforms.

Impact:

Launching a Saudi manga title at Tokyo Fashion Week and expanding Saudi cultural representation globally.



Role:

Creative Partner

Objective:

Enhancing collaboration and developing strategic partnerships across creativity and media sectors.

Impact:

Establishing an integrated framework for creative and media cooperation through knowledge exchange and joint initiatives.

International Partnerships

Cross-border collaboration that enhances quality and reach



Objective:

Publishing and localizing AAA titles across the region.

Impact:

Launching globally recognized games in fully Arabic versions, achieving strong market penetration and record sales performance in the Middle East.



Objective:

Strengthening cultural exchange and content collaboration between Saudi Arabia and China through:

- Streaming the Saudi anime series Asateer2: Future's Folktales on the Bilibili platform.
- Localizing selected Chinese titles for Arab audiences.

Impact:

- Opening new Asian markets for Saudi content.
- Expanding access to an audience of more than 250 million registered users.
- Elevating the global visibility of Saudi anime through influential industry platforms.
- Positioning Manga Productions as a cultural bridge between Saudi Arabia and China through creative content.



Tsubasa Dream Championship

Objective:

Strengthening Manga Productions' global presence in gaming and esports through official sponsorship of the championship.

Impact:

Brand visibility during live broadcasts and on the in-game "Nankatsu" team kit, increasing awareness among the international gaming community.



Objective:

Expanding the regional market for global gaming titles through a strategic partnership.

Impact:

Publishing iconic franchises such as Sonic, reinforcing Manga Productions' position as a leading regional distributor.



Talent Development and Support

Training Programs & Educational Workshops

Empowering Saudi talent to create world-class content

Educational & Capacity-Building Workshops

Workshops provided hands-on platforms for knowledge transfer and experience exchange. They played a key role in elevating practical skill levels, fostering innovation, and directly connecting emerging talent with real production environments and industry creators.

Training Programs

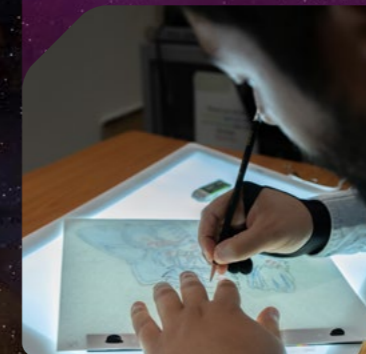
Manga Productions' training programs have contributed to building a generation of professionally qualified Saudi talent capable of participating in creative productions that meet international standards. These initiatives enhance professional readiness, reduce reliance on external expertise, and strengthen national participation in local and global projects.

Saudi Dialect Dubbing Program

دبلجها
بلهجاتنا

A specialized training program was launched to qualify 40 Saudi voice actors, enabling them to deliver professional dubbing performances while highlighting the richness of local dialects and aligning them with international production standards in anime and gaming.

Short Film Training Program



A dedicated program implemented to prepare 10 Saudi talents in short film production, enhancing their readiness to operate within professional production environments.

Game Development Training Program in partnership with NEOM



A six-month specialized training program designed to equip national talent with practical expertise in video game development. Conducted within a simulated real-world production environment, the program supports the development of sustainable national capabilities in the gaming sector.

Impact in Numbers

+20
workshops and training
programs delivered

Manga Productions' initiatives reached more than 1,500 participants, contributing to the expansion of the creative sector's talent base and supporting the development of sustainable career pathways for Saudi professionals in anime, gaming, dubbing, and comics.

Creative Initiatives & Competitions

Platforms for opportunity creation, talent empowerment, and cultural impact

Creative Competitions

Manga Productions partnered with PUBG MOBILE to launch the PDP Horror Outfit Design Competition across the Middle East and North Africa. The initiative generated more than 50,000 views within the gaming community, stimulating creativity, encouraging youth participation, and connecting emerging talent with the global gaming industry.

“Dub It in Our Dialects” Initiative

The dubbing initiative strengthened the presence of Saudi voices in global content, highlighting the richness and diversity of local dialects. It opened new opportunities for voice talents to participate in creative productions reaching regional and international audiences within a highly engaging interactive experience.

By the Numbers

+5 million
digital impressions

50,000
clicks

+500
participating Saudi voice talents

These figures reflect strong engagement and growing interest in localized content adapted into Saudi dialects, further strengthening audience connection with the content industry.

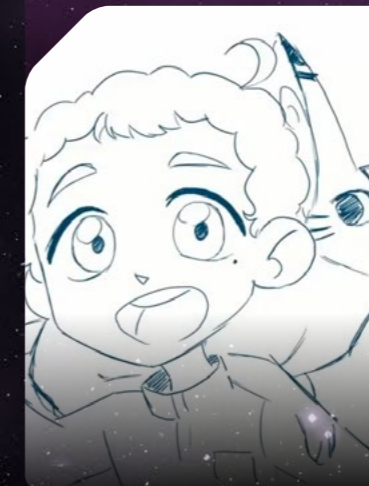
Community Initiatives

Manga Productions’ participation in community initiatives extends its cultural role and reflects its commitment to promoting awareness, supporting education and reading, and empowering young talent—creating sustainable positive impact beyond creative production.

Sponsorship of the Best Animated Film Award at King Abdulaziz University.



Participation in the “We Are a Trust in Your Care” initiative organized by the Family Affairs Council.



Participation in the “Our Young Readers” initiative organized by the Libraries Commission and House of Culture.





Manga Productions at Events and Industry Forums

International Participation

A strong Saudi presence on the global stage

Manga Productions' international engagements strengthened the visibility of Saudi culture worldwide, opened new markets for local content, and supported the development of long-term strategic partnerships. These participations further demonstrated the ability of Saudi talent to represent and compete on the international stage.

+14

local and international events

Direct engagement with content creators, investors, and global media

+657,000

visitors

Presence across Asia, Europe, and the Middle East



Anime Japan 2025 | Japan

- ▶ First sponsor from outside East Asia
- ▶ +37 meetings with global studios
- ▶ +140 media professionals and specialists attended a leadership lecture
- ▶ 13 diverse activations and experiences
- ▶ +117 global participating entities
- ▶ +2.2 million positive impressions
- ▶ +250 media coverages



Expo Osaka 2025 | Japan

- ▶ Screening of episodes from Asateer2: Future's Folktales through a projection mapping display at the Ministry of Culture Pavilion
- ▶ Introduction of two animated characters, "Alam" and "Noor," to enhance visitor engagement and connect the physical experience with Saudi cultural heritage through storytelling
- ▶ Broad reach among international audiences



Esports World Cup (EWC)

- ▶ Participation with a dedicated pavilion showcasing localized and locally developed games
- ▶ Global attendance of players and industry leaders
- ▶ +7 games showcased



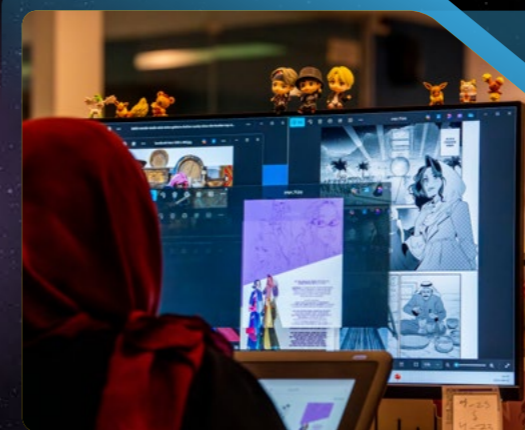
The Journey Screening | Embassy of Japan - Egypt

- ▶ Special screening as part of an official cultural event
- ▶ Documented visual coverage



Tokyo Fashion Week | Japan

- ▶ Saudi manga presence on a global cultural platform
- ▶ Distribution of 1,000 copies of the first Saudi fashion-themed manga
- ▶ Positioning manga as an influential form of soft power



Red Sea International Film Festival 2025

- ▶ Participation in the Red Sea Market
- ▶ Professional meetings with international producers and filmmakers



JOY FORUM 2025

- ▶ A global entertainment platform
- ▶ Strengthening cultural partnerships through the participation of SEGA, invited by Manga Productions as a strategic partner
- ▶ Supporting the global reach of creative industries



Exhibitions, Conferences & Events

Strengthening presence and influence in the creative content industry

Exhibitions

Manga Productions' participation in specialized exhibitions showcased Saudi content as a globally competitive creative product. These platforms enhanced awareness of national intellectual property and created direct engagement channels with audiences and key decision-makers in the anime and gaming sectors.



Forums

Through conferences and forums, Manga Productions reinforced its position as an active driver within the creative content industry. The company contributed to global discussions on the future of anime and gaming, further positioning Saudi Arabia as an influential partner in the international creative economy.



Participation in the Misk Global Forum.



Participation in the Saudi Film Festival with an exhibition booth and panel session



Participation in the Saudi Media Forum

Local Participation

Participation in Misk Art Week



Launch of an interactive gaming booth for Sonic Racing: CrossWorlds in Riyadh and Jeddah

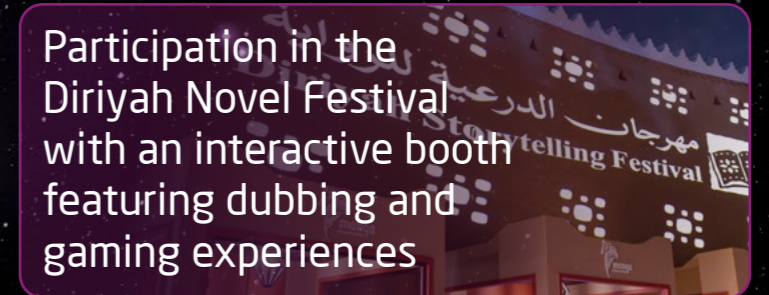
+7,000
visitors



Participation in the Misk Tour in Jazan through an interactive pavilion and creative workshops



Participation in the Diriyah Novel Festival with an interactive booth featuring dubbing and gaming experiences



International Engagements

An inspiring and Impactful presence

Reception of the Moscow Creative Industries Agency Delegation

Objective:

Exploring collaboration opportunities in the creative industries and exchanging expertise.

Impact:

Opening new avenues for international partnerships and supporting the global presence of Saudi content.



Hosting the CEO of Production I.G

Objective:

Exploring future collaboration opportunities in anime and creative content production.

Impact:

Laying the groundwork for strategic partnerships with one of the world's leading anime studios, enhancing production quality and facilitating knowledge transfer.



Hosting the Creator of Captain Tsubasa

The event brought together the creator of Captain Tsubasa with more than 70 fans, where he shared insights into developing an iconic character that has influenced generations.

Objective:

Strengthening Saudi-Japanese cultural collaboration in manga and anime.

Impact:

Advancing cultural exchange and building creative bridges with leading figures in the global manga industry.



Visit of the Chinese Bilibili Delegation

Objective:

To explore collaboration opportunities between Manga Productions and Bilibili during the delegation's visit, led by Vice President Zhang Xingyan. Discussions focused on localizing and distributing selected Chinese anime titles, developing joint productions, and launching a model under the CAPSULES series.

Impact:

Strengthening the global presence of Saudi content—particularly in the Chinese market—expanding reach through co-productions, supporting cultural exchange, and empowering national talent.



Inside Manga Productions

Great Places to Work

Excellence recognized with a global certification for the third time

Great
Place
To
Work®
Certified

Manga Productions fosters a work environment built on creativity, talent empowerment, and knowledge exchange across multicultural and multidisciplinary teams. The company actively promotes a culture of innovation and collaboration to enhance production quality and ensure sustainable organizational performance.

Values That Shape Our Daily Culture

The work environment is built on a shared commitment to quality and accountability. Teams are empowered to think creatively and develop new ideas. Passion drives the pursuit of growth and excellence, while collaboration strengthens professional relationships and supports long-term success.

60

employees in
Riyadh

14

employees in
Tokyo

42.8% Saudi nationals

Talent Development

Continuous investment in human capital

Manga Productions prioritizes the continuous development of its employees through structured training programs, active knowledge exchange, and hands-on participation in production processes. This approach enhances professional capabilities and supports the creation of sustainable career pathways within the company.

+575
training hours
delivered

Our Talent..is our greatest Investment

Employee success stories stand among the most meaningful outcomes of Manga Productions' work environment. National talent has progressed from training stages to active roles in producing creative works that have reached global platforms and audiences, affirming that investment in people remains the foundation of sustainable success.



Innovation Initiatives

Innovation Initiatives

An integrated framework for Arabic content localization

Manga Productions has developed a comprehensive localization framework for Arabic content, covering all production stages from translation and in-product text integration to linguistic and editorial review. This system ensures consistent quality across projects and titles, reflecting a professional standard aligned with global best practices.

Technical Expertise in Arabic Integration in Development Engines

01

Manga Productions possesses the technical capabilities to efficiently integrate Arabic into various development environments and engines, ensuring compatibility with digital product requirements and seamless user experience integration.

Artistic and Linguistic Consistency Across Gaming Platforms

02

The company maintains a high level of artistic and linguistic consistency across all releases, ensuring a cohesive and harmonized user experience across platforms.

Technical Compliance with Certification and Release Requirements

03

The technical solutions applied by Manga Productions support compliance with global platform certification requirements, including passing technical quality assurance tests, enhancing product readiness for launch according to approved standards.

Integrated Technical Processes in Digital Publishing & Distribution

04

The company's localization system supports all stages of digital publishing, including storefront localization, in-product content integration, and verification of content assets—ensuring projects are launch-ready with efficiency and reliability.



Launching an AI-Enabled Promotional Animation Clip

Manga Productions introduced a promotional animation supporting the Saudi national team on its journey to the 2026 FIFA World Cup. The project integrated artificial intelligence into the production process, balancing technological innovation with national spirit while fully respecting intellectual property rights and responsible data protocols. It generated over 7 million views, highlighting the growing potential of emerging technologies to create new forms of storytelling and audience engagement.





Manga Productions: A Forward Outlook

Saudi Arabia in the Global Creative Landscape

Saudi stories for global audiences

Manga Productions continues to expand the global reach of Saudi culture by presenting Saudi stories through anime and manga, and by participating in festivals and platforms. Through this approach, local narratives are developed to compete globally and are produced to international standards.

Creative Economy & Business Sustainability

Operational models that drive value and return

Manga Productions contributes to the growth of the creative economy by building sustainable business models that integrate production, publishing, distribution, and international partnerships, enhancing the economic return of cultural industries.

Global Expansion

Bringing Saudi content to global audiences

Expanding into global markets remains a key priority for Manga Productions. Through active participation in international platforms, cross-border partnerships, and the distribution of Saudi content to new audiences, the company continues to strengthen its international presence.

Participation in Anime Japan and collaboration with international platforms and companies across Japan, China, and Europe.

Empowering National Talent

From training to impact

Empowering national talent remains a strategic priority, pursued through structured training, direct participation in production and dubbing, and opportunities for global exposure, creating lasting impact across the sector.



Conclusion

At Manga Productions, content is not created merely to be viewed but to deliver lasting value. The achievements of this year represent an important step in an ongoing journey, one in which stories are developed, ideas are tested, talent is nurtured, and innovation continues to guide progress.

As this chapter concludes, Manga Productions moves forward with clear purpose, expanding the global reach of Saudi content and reaffirming its commitment to supporting the next generation of creative talent.



Get in Touch with Manga Productions

An Open Platform for Ideas
and Opportunities

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