

Ezaki Glico Co., Ltd launches English version of popular educational app GLICODE™

Osaka, Japan (July 31, 2017)-Ezaki Glico Co., Ltd (Ezaki Glico), is pleased to announce the launch of the English version of GLICODE™- a fun-educational programming app that allows kids as young as six to learn the basics of programming using Ezaki Glico's popular confectionary "Pocky"

Since its initial launch in Japan 2016, Ezaki Glico has organized and facilitated various GLICODE™ workshops across Japan and also participated in national programming events as well as overseas. GLICODE™ has also been recognized at many award shows like Cannes Lions, One show and more. Through our efforts and recognition, Ezaki Glico has received many requests to localize the app for a larger market. As a response to this, it is decided that Ezaki Glico release an English version of GLICODE™.

Ezaki Glico believes GLICODE™ will benefit children everywhere, helping them learn the basics of programming and algorithmic thinking in a hands-on and engaging way. By lining up physical "Pocky", kids can build a coding sequence that controls the game's character. The app's UI, levels and gameplay are specifically designed to make learning simple, fun and interactive and teaches the three basic fundamentals of programming; Basic Syntax, Loops and IF Statements.

"Ever since the establishment, the business activities of Ezaki Glico adhered to the corporate philosophy of "Enhancing Public Health through Food." This is reason why Ezaki Glico launches this GLICODE™. GLICODE™ makes it possible for kids to learn programming easily in an enjoyable way by using our confectionary "Pocky"." says Hirohisa Tamai, Assistant Global Brand Manager, Advertisement Division, Creative Team, Ezaki Glico.

For over 95 years Ezaki Glico has always believed that eating and playing are the two most important parts of a child's healthy growth and development. That's exactly why in 1922 the company founder Mr. Ri-ichi Ezaki launched Glico's first ever confectionary as a heart shaped caramel with a toy. The iconic Glico caramel and its toy are loved by many Japanese and represent this very belief.

As culture and technology changes, Ezaki Glico has the opportunity to redefine what fun is and how Ezaki Glico as a company can better contribute to a child's growth and development. Ezaki Glico hope GLICODE™ can act as the next-generation Glico caramel toy (Omo-cha), one that is just as educational as it is fun and that benefits a much larger community of children, not only in Japan but around the world.



GLICODE™ webpage	http://cp.glico.jp/glicode/en/
GLICODE™ Youtube	https://youtu.be/UiWkUqKif6o

■ Media Contact

Ezaki Glico Co., Ltd. Group Public Relations Department
E-mail : koho-hodo@glico.co.jp

About Ezaki Glico

Ever since the launch in 1922 of the nutritious, fortified Glico caramel in its distinctive red box, the business activities of Ezaki Glico Co., Ltd. adhered to the corporate philosophy of "Enhancing Public Health Through Food." Upon the 70th anniversary of the Glico Group in 1992, this same spirit and dedication was incorporated into the revised corporate philosophy of "A Wholesome Life in the Best of Taste." Glico caramel – the company's first product – incorporates the innovative creativeness of Mr. Ri-ichi Ezaki, the company's founder. Ever since the beginning, the entire staff has likewise been heartily dedicated to further enhancing people's health and quality of life. This has led to the expansion of business lines beyond confectionery to include ice cream products, processed foods, desserts, milk products, baby formula, food ingredients, and raw materials for cosmetic and health products.

<https://www.glico.com/global/>

About Pocky

In 1922, Japanese company Ezaki Glico Co., Ltd. launched its fortified Glico caramel in a distinctive red box. Forty-four years later (1966), Ezaki Glico released a new product into their family of fine foods—a chocolate-dipped, pretzel-like biscuit stick. Pocky is now selling at more than 30 countries, worldwide.

<http://pocky.glico.com/info/>