

15th Dec 2020

“Pocky K.O. Challenge” to Return on December 15

Glico’s 2nd Global Partnership with Street Fighter V
with limited edition packages in 6 countries



Glico Group (Headquarters: Osaka City, Japan) proudly presents the 2nd “Pocky K.O. Challenge” campaign in partnership with an acclaimed video game “Street Fighter V” from December 15, 2020.

The prolonged coronavirus pandemic in the year 2020 is dramatically changing our lifestyle. Less human interaction sometimes makes us feel isolated. In our efforts to uplift our spirits during these trying times, the company will once again collaborate with Street Fighter V by leveraging the power of eSports. This allows us to remotely connect users and excite both players and audience around the world.

CAPCOM CUP 2019 (December 13-15, 2019) mesmerized many eSports players around the world. Our debut to the esports with the Pocky K.O. Challenge was through a special exhibition match conducted during CAPCOM CUP 2019. This quickly grew to be a hot topic in the gaming industry, with many people posting videos and images of successful Pocky K.O. on social media.

A special Pocky Street Fighter V edition package was sold exclusively in the USA to commemorate the fantastic collaboration. This time it will be more widely available in six countries: USA, Japan, the Philippines, Indonesia, Singapore, and Vietnam. Glico also encourages gamers to upload the videos or image captures of your Pocky K.O. on Twitter or Instagram with the hashtag #PockyKOChallenge. The uploads will be screened judged based on the uniqueness and beauty of their technique by the Pocky K.O. promotion campaign team. The four lucky participants will be

selected to get a chance to play against last year's winner of the Pocky K.O. Challenge, RobTV, at a special exhibition match during the Pocky K.O. GRAND CHAMPIONSHIP. The winner of the live Pocky K.O. Challenge will receive a special prize as well. Audience worldwide can enjoy watching their favourite players go head to head in a special Street Fighter V Pocky edition, which will showcase a unique user interface exclusive to the campaign on the official Glico Twitch (https://www.twitch.tv/pocky_glico) on January 25, 2021 (Japan time).



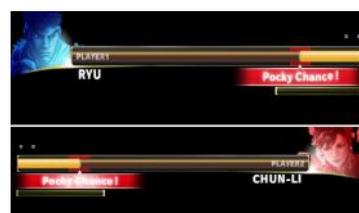
(Champion RobTV (right) and the award ceremony of Pocky K.O. exhibition match during Capcom Cup2019)

“We truly believe that the eSports brings excitement and happiness to both gamers and fans, with the potential to benefit our mental wellbeing. By partnering with Street Fighter V, we hope to spread the Pocky’s brand message, “Share happiness!” among Pocky’s and Street Fighter V’s many fans and commit ourselves in supporting the eSports community”, said Hirohisa Tamai, Assistant Global Brand Manager.

■What is “Pocky K.O.”?



“Pocky K.O.” occurs when a player wins a Street Fighter V match while the player has a health gauge similar to a Pocky stick. Players attain the chance of a Pocky K.O. (called “Pocky Chance”) when the ratio of the health bar-to-damage received is visually proportionate to the chocolate-to-stick ratio of a Pocky stick (called “Pocky K.O. Challenge”).



■ Pocky K.O. Challenge Global Campaign

How to participate: Upload videos or screenshots of your win to your Twitter or Instagram account with the hashtag #PockyKOChallenge.

Period: From December 15, 2020 to January 5, 2021 (JPT)

Winners: 4 people among all participants from all over the world

*Note: The winner will be notified by January 8, 2021.

Campaign site: (English) <http://pocky-ko2020.com/en/>

(Vietnamese) <http://pocky-ko2020.com/vn/>

■ Win or lose? Self-check with the Pocky K.O. Checker!

"Pocky K.O. Checker" allows you to find whether you have successfully completed the challenge.

Players can visit the official website at <http://pocky-ko2020.com/en/>

(English) or <http://pocky-ko2020.com/vn/> (Vietnamese) to upload a screenshot.



For all press and media inquiries:

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Pocky limited-edition packaging

Philippines

	Outer packaging	Content
<p>Special Box (large size) 10 boxes</p>		 <p>10 packs of Pocky Chocolate</p>
<p>Special Box (middle size) 6 Boxes</p>		 <p>6 packs of Pocky Chocolate</p>
		 <p>6 packs of Pocky Strawberry</p>
		 <p>6 packs of Pocky Cookies & Cream</p>
<p>Release Date</p>	<p>December 15, 2020</p>	
<p>Where to buy</p>	<p>Online (Lazmall, Shopee) and Offline retailers</p>	

Indonesia

Outer packaging	Special Box (5 designs)	
Content	1 pack each of 6 flavours per box Pocky Chocolate Pocky Strawberry Pocky Cookies & Cream Pocky Matcha Green Tea Pocky Double Choco Pocky Choco Banana	
Release Date	December 15, 2020	
Where to buy	Online (JD.ID)	

Singapore, Vietnam

Outer packaging	Pocky Chocolate Special Box	
Content	Pocky Chocolate Special design package 5 packs with 5 different designs	
	Premium collectable cards (the same character design as the package) 5 cards with 5 different designs	<p style="text-align: center;">Front Back</p>
Release Date	December 15, 2020 (Vietnam, Singapore)	
Where to buy	Vietnam: Online (METUB GAMING) Singapore: Online (Lazada)	

USA

Product	Pocky Chocolate Special design package (5 types)	
Release Date	December 15, 2020	
Where to buy	Uwajimaya Asian Market	

Japan

Outer packaging	Special Box (extra large size)	
Content	Pocky Chocolates (28 sachets)	
Release Date	December 22, 2020	
Where to buy	EC site, Glico-ya, Capcom store etc.	

ABOUT STREET FIGHTER

Street Fighter was first released as an arcade game in 1987. This was followed by the 1991 smash hit *Street Fighter II*, which innovative battle system generated mass excitement. In 2018, Capcom launched *Street Fighter V: Arcade Edition*, the latest installment in the series. The series now boasts a cumulative total shipment of 45 million units worldwide (as of June 30, 2020), highlighting the global appeal of the franchise today. The series continues to be a key driving force in the esports fighting game genre today. The latest one is "*Street Fighter V Champion Edition*" released in February 2020.
<http://www.capcom.co.jp/sfv/>

About Pocky

Pocky is popular chocolate-based confectionary that has been loved by people all over the world since it was launched in Japan in 1966. It is made of a crisp pretzel, a kind of biscuit, coated by creamy chocolate. Glico has endeavored to enhance the Global Brand Management framework since 2016, and was certified by GUINNESS WORLD RECORDS™ as having the world's highest sales* in 2020. (*Title: Largest chocolate-coated biscuit brand -- retail RSP, current/ Estimated sales of \$589,900,000 in 2019 based on international market research data)

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

Details of certification of Pocky by GUINNESS WORLD RECORDS

Title: Largest chocolate-coated biscuit brand -- retail RSP, current

Year when the record was achieved: 2019

Global sales: \$589.9 million (according to data from international market research)

Date of certification: June 22, 2020

Certifying organization: GUINNESS WORLD RECORDS



About Glico Group

Ever since the launch in 1922 of the nutritious, Glico nutritious caramel in its distinctive red box, the business activities of Ezaki Glico Co., Ltd. adhered to the corporate philosophy of "Enhancing people's 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. Riichi 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 Glico Asia Pacific

Regional headquarters Glico Asia Pacific Pte. Ltd. was established in Singapore in 2017 to further our business across the APAC region.

The region comprises of offices in Singapore, Thailand, Indonesia, Malaysia, the Philippines and Vietnam which support the development and sales of confectionery and ice cream products for the Asia Pacific.

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

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