

Wellness Campaign 'Hapiwell Ouendan' with 22 Companies Kicks Off!

— Have Fun and Collect 'HAPIDANBUI' Digital Cards —

Tokyo, Japan, January 21, 2025 --- NTT Digital, Inc. (“NTT Digital”) will launch the “Hapiwell Ouendan (Happy & Wellness Cheering Team)” campaign in collaboration with 22 partner companies on Tuesday, January 21, 2025.



Themed “Happy & Wellness,” this campaign is led by Sanrio’s popular unit “HAPIDANBUI” as the cheer captain, with participating companies joining as cheering team members to make the campaign more engaging. Together, they aim to create opportunities for participants to feel more energized both mentally and physically.

The campaign features missions showcasing the unique traits of 22 companies from various industries. By completing these missions and collecting stamps, participants receive adorable digital cards featuring HAPIDANBUI characters and have a chance to win prizes provided by participating companies through a lottery.

For those struggling to prioritize physical or mental well-being amidst busy schedules, this campaign provides a fun, engaging first step toward wellness.

The campaign website also features a special promotional video showcasing HAPIDANBUI’s new song, “HAPIDANBUI!!!” with its catchy lyrics and charming 3D animations, the video is a must-see.

Campaign website: https://megaphone-web3jam.com/hapiwell_ouendan/

Appendix

About 'Hapiwell Ouendan'

- Campaign Period: From 10:00 AM (JST) on Tuesday, January 21, 2025, to 11:59 PM (JST) on Sunday, March 2, 2025.
*This campaign is only available within Japan.
- Campaign Website: https://megaphone-web3jam.com/hapiwell_ouendan/
- Official X Account: <https://x.com/web3jamofficial>

Key Points

1. Achieve Wellness Through Play

While enjoying various missions and aiming for rewards such as digital cards or lottery prizes, participants can find opportunities to naturally start building habits and gaining knowledge that contribute to wellness.



2. Exclusive 'HAPIDANBUI' Content

Digital cards earned through the campaign feature unique 3D animations of HAPIDANBUI characters, available only here. Enjoy watching the six beloved characters here move adorably in these one-of-a-kind designs!



*Digital cards are non-transferable NFTs (SBTs).

3. A Collaborative Campaign with 22 Companies

This campaign brings together 22 companies from diverse industries, each showcasing their unique characteristics while working together as one team to promote the theme of wellness and energize the campaign.



About web3 Jam



“Hapiwell Ouendan” is a campaign that originated from web3 Jam, a co-creation project led by NTT Digital and its partner companies.

Since its launch in May 2024, 31 companies* have joined this initiative, which seeks to break down barriers between industries and explore new possibilities for co-creation through initiatives such as cross-promotion utilizing blockchain technology.

*As of January 2025

Additionally, the efforts of web3 Jam have been officially selected as part of the Ministry of Economy, Trade and Industry’s (METI) fiscal 2023 supplementary budget project, “Pilot Project for Building Digital Public Goods Using Web 3.0 and Blockchain.”

web3 Jam Overview: <https://nttdigital.io/web3jam/>

PRESS RELEASE



About HAPIDANBUI

HAPIDANBUI is a unit of six male characters: POCHACCO, TUXEDOSAM, KEROKEROKEROPPI, BAD BADTZ-MARU, HANGYODON, and AHIRUNOPEKKLE. Formed in 2020, it marks its 5th anniversary in 2025.

X: <https://x.com/hapidanbui>

TikTok: https://www.tiktok.com/@hapidanbui_sanrio

Participating Companies

Ajinomoto Co., Inc.
Animoca Brands KK.
Asahi Soft Drinks Co., Ltd.
Calbee, Inc.
H.I.S. Co., Ltd.
J. Front Retailing Co., Ltd.
Kao Corporation
Konami Sports Co., Ltd.
Kyushu Railway Company
Minna Bank, Ltd.
Mitsubishi Estate Co., Ltd.
Monex, Inc.
Nissan Motor Co., Ltd.
NTT DOCOMO, Inc.
RecoChoku Co., Ltd.
Sanrio Co., Ltd.
SHIBUYA109 Entertainment Corporation
Warehouse TERRADA
Tokyu Corporation
Unicharm Corporation
WELCIA YAKKYOKU CO.,LTD.
Yamaha Motor Co., Ltd.

*As of January 21, 2025, 22 companies.

*Company names are arranged in alphabetical order of their Japanese names.

PRESS RELEASE



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Project Management & Support

NTT Digital, Inc.

HAKUHODO KEY3, Inc.

Contribution Labs, Inc.

Company overview

NTT Digital, Inc.

Address: 10th Floor, Sanno Park Tower, 2-11-1 Nagata-cho, Chiyoda-ku, Tokyo

Official website: <https://nttdigital.io>

As a member of the NTT DOCOMO global group, NTT Digital, Inc. will promote the creation of an environment in which individuals and companies can easily and safely use blockchain technology toward the social implementation of cutting-edge digital technologies.

For inquiries related to this release

NTT Digital, Inc.

Sales & Marketing:

pr@ml.nttdigital.io

For other information, please contact us via the official website:

<https://nttdigital.io/#contact>