

Press Kit

2025



Company Info

Company Name	cocone ONE corporation
Established	September 2008
Number of Employees (cocone group total)	1,058 (as of December, 2024)
Representatives' Names	<p>Chairman and CEO Yang Hyun Chun (千良鉉)</p> <p>Director Sung Hoon Kim (金成勲)</p> <p>Director Mai Ishiwatari (石渡真維)</p>
Core Business Activities	<ul style="list-style-type: none">-Group-wide strategic decision making-Management and governance of group-affiliated companies
Cocone Group's Businesses	<ul style="list-style-type: none">-Development of social network applications (mobile and web-based apps)-Development and promotion of avatar social entertainment in the metaverse-Development of information and communication technology-Online gaming business-Education services
Headquarters Location	40F, Midtown Tower 9-7-1 Akasaka, Minato-ku, Tokyo 107-6240 JAPAN
Financial Closing Month	December
Registered Capital	100,000,000 Japanese Yen
Key Affiliated Companies	<p>Cocone (Tokyo)</p> <p>Cocone Business Partners (Tokyo)</p> <p>Cocone Engineering (Tokyo)</p> <p>Cocone Engineering Korea (Seoul)</p> <p>Cocone Education (Tokyo)</p> <p>Cocone Europe OÜ (Tallinn)</p> <p>Cocone Xenon Inc. (New York)</p>
Locations of Major Branches and Subsidiary Offices	Tokyo, Fukuoka, Seoul, Busan, Shanghai, Tallinn and New York

Philosophy

Empowering everyone to invent themselves in our boundless world.

In the boundless digital world,
we have created a unique space where individuals can freely express and share
their shapeless individuality and emotions.

The digital world has now reached a point where it holds a greater meaning,
surpassing that of the physical realm in which we exist.

Technology alone is not the sole driving force behind such a transition.
The things people love and find interesting, the wishes they aspire to fulfill, their
emotions, and desires—these elements are the very essence of being human.
They have propelled us to create and present our boundless world.

Thus,
we place those emotions
at the core of the new values

we continue to create for and with those who enjoy expressing their sensibility.

Cocone has strengthened collaborative efforts with global companies in areas such
as the metaverse, avatars, and education, with the aim of transforming emotion and
sensibility into capability.

Subsidiaries

Holding Company

Cocone ONE corporation (Tokyo)

: Group Management & Business Support

Group Companies

Japan

Cocone (Tokyo / Fukuoka / Seoul)

: Social entertainment service, application planning, development, and operation,
Online Game Portal Business (Hange)

Cocone Business Partners (Tokyo / Fukuoka / Seoul / Busan)

: Management and administration of company's internal operation

Cocone Engineering (Tokyo / Fukuoka)

: Social entertainment services and application development, and operation

Cocone Education (Tokyo)

: Education Business (Preschool Operation)

South Korea

Cocone Engineering Korea (Seoul / Busan)

: Social entertainment services and application development, and operation

United States

Cocone Xenon Inc. (New York)

Global business expansion (North America)

Estonia

Cocone Europe OÜ (Tallinn)

Global business expansion (Europe)

About Cocone

With over 150 million users, Cocone is at the forefront of avatar and digital fashion creation.

Established in 2008 in Japan, Cocone now employs over 1,000 people in 5 countries worldwide. Cocone and its subsidiaries have built a broad portfolio of award-winning apps and supporting technology to help people express themselves via digital worlds (metaverses). We believe that the digital world we aim to craft is one that will transcend constraints such as gender, nationality, and appearance, allowing what people love, what they enjoy, what they wish for, what they want to achieve, and their very thoughts and sense of self to take shape. There, people can live without the boundaries that they have not chosen, in a new existence separate from our reality.

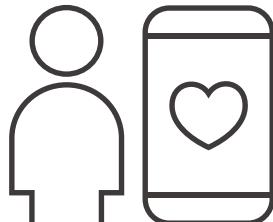
Many companies see the metaverse as the future, but for Cocone, it's an experience. For the past 15 years, Cocone has seen continuous growth and has become Japan's number-one Avatar Styling brand. Our flagship apps, such as Pokecolo and Livly Island, have accumulated over 150 million users in total and over 2.6M monthly active users. Livly Island alone has generated over \$50 million in revenue since 2021 after acquiring Livly Island's intellectual property for around \$110K and re-launching the service after nine months of reproduction. Meanwhile, in 2022 the highest daily profit from selling digital beauty and fashion items topped \$1.7 million.

Cocone team's primary focus is ensuring the full implementation of human creativity in production. As a result, Cocone's users can enjoy various digital assets based on their preferences, facial and body characteristics, moods, and lifestyles.

Cocone also proudly pioneers emerging tech in designing and developing its avatars and digital assets. Since 2022, CoDA, Cocone's independent AI production tool, has been helping a portion of Cocone's 500+ designers decrease the time needed to create digital fashion and beauty items. Today, the design team makes over 4700 digital assets monthly and expects to double the production in 2025. Meanwhile, the total number of digital fashion items bought by Cocone's users now stands at over 26 billion.

Statistics

As of Q1, 2025 we have:



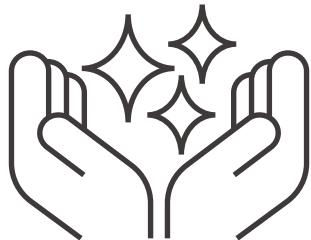
150M

Customers in Total



26B

Digital Items Sold



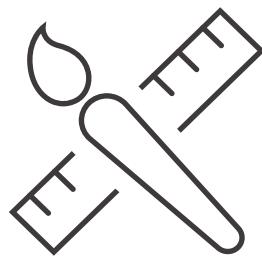
25Yrs.

Avatar Styling Experience



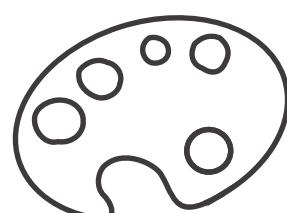
2.6M

Monthly Active Users



1M

Digital Items Created



500+

In-house Avatar & Digital
Fashion Designers

Digital World Service



Pokecolo



Lively Island



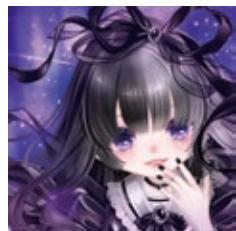
Pokecolo twin



Hello Sweet Days



AlterEgo City



Purenista



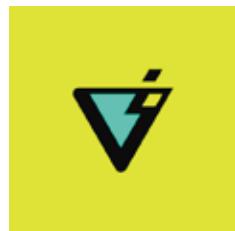
Purenista M



conpeito by SELFY



Sensil



VIVIBUDS

Game and Communication Service



Chocotto Land SP



Niagho, Cats Atelier

HANGE
(Online Game Portal)

Education Service



Interenarional Montessori Mirai Kindergarten



Gachon Cocone School

History

2025

- Jun** Cocone V Corporation merged into Cocone Corporation
- Apr** Cocone Corporation Seoul Office
- Mar** Established Cocone Research Center

2024

- Jun** Released conpeito by SELFY
- Jan** Released AlterEgo City (North America)
Renamed the subsidiary Cocone N.Y. Inc. to Cocone Xenon. Inc.

2023

- Sep** Released C.A.T. Club - Collectible Art Toys Club
- May** Restructured Cocone Group and transitioned to a holding company
Established holding company “cocone ONE corporation”

2022

- Dec** Released ClawKiss
- Nov** Released JANKEN
Released PKCL Twins
Established cocone N.Y. Inc.
- Sep** Established the Gachon Cocone School at Gachon University, South Korea
- Jul** Established South Korean subsidiary Cocone Korea Corporation
Renamed Cocone M in 2021, and Cocone Engineering Korea (current name) in 2025
- May** Renamed the subsidiary Cocone Fukuoka to Cocone V
Established Cocone Europe OÜ (Estonia)
- Apr** Established Cocone U.S. Inc.
- Mar** Released the English version of Livly Island
Released Pokepia
- Jan** Released the traditional Chinese version of Livly Island

2021

- Sep** Cocone Connect assumed the Selfie business
- Aug** Released Disney My Little Doll in Taiwan and Hong Kong
- Jul** Released Livly Island
- Jun** Released Hello Sweet Days in South Korea, the U.S., and Canada
Established Cocone Connect / Established Cocone Fashion

2020

- Sep** Released the traditional Chinese version of Hello Sweet Days in Hong Kong, Taiwan, and Macau
- Apr** Relocated Tokyo Office to Wakabayashi, Setagaya-ku
- Feb** Released Pokecolo Twin

2019

- Dec** Released #Watashi wo Fukyoshite (Spread My Word)
Launched a creator support service coconets
- Sep** Released Whooo (South Korea)
- Aug** Established a subsidiary company, Cocone Fukuoka
- Apr** Anime Cats Atelier aired on TV Tokyo

2018

- Dec** Released Facebook browser game, Van Meowogh ~Montparnasse~
Released roomage
- Oct** Released COLORS of STORIES
- Sep** Cocone, the 10th anniversary
- Aug** Released EDENPOIYO
- Mar** Released the English, Chinese, Korean, German, and French versions of Cats Atelier

2017

- Dec** Released Cats Atelier ~Nya Miserable~
- Oct** Released Sensil
- Sep** Opened Shanghai Office (Biz Studio)
- Aug** Released Hello Sweet Days
- Apr** Established International Montessori Mirai Kindergarten

2016

- Sep** Released Disney My Little Doll
- May** Established Cocone Institute for Language Education (CIFLE)
- Mar** Opened Kyoto Office (Design Lab)

2015

- Nov** Opened Sendai Office (Design Lab)
- Jul** Established Seoul Office (Global Studio) in South Korea
- Jan** Released Pokemini (South Korea)

2012

- Dec** Released Daijobu

2011

- Dec** Released Tokoton Kurosuwado de Eitango (Learning English Words through Crosswords)
- Sep** Released Pokecolo (Pocket Colony)
Released JAPOW
- Jul** Released Eigo Kumitate TOWN (English Assembly Town)
Released Kankokugo Kumitate TOWN (Korean Assembly Town)
- Apr** Released Eigo Kikitori Okoku (English Listening Comprehension Kingdom)
Released Bamenbetsu Kankokugo (Korean in Different Settings)

2009

- Dec** Released Cocone (English learning website)

2008

- Sep** Founded Cocone Corporation

CI

The corporate logo of Cocone group symbolises the elements that represent us as a company with the aim to provide services that empower everyone to invent themselves in our boundless world.



- **The form of people gathering together.**
- **The form of numerous services converging.**
- **The form of connections between people and information in the mobile era, compact and smart.**
- **A joyful rhythm.**
- **The form in which many colleagues and come together, join forces, and cooperate.**

Our group logo, which represents Cocone, embodies various elements that signify "who we are." Therefore, it is essential to treat the corporate logo with care and adhere to its design and usage guidelines, just as we remain steadfast in our goals without being easily swayed.

The use of the Cocone logo is primarily reserved for those of us who belong to Cocone. When external parties use the logo, it must be in accordance with our specifications and under the supervision of a Cocone member.

Color

Please observe the following colour specifications for brand colours. In printing, where special colours can be specified, please specify Pantone or DIC (only in Japan) colours.



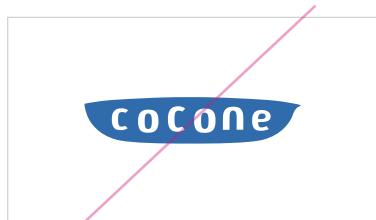
CMYK : 22 86 55 0 Pantone 703C (Print)
RGB : 184 58 75 DIC 299
(HEX) #B83A4B

When using the logo, the following use is recommended in accordance with the number of colours available for display (especially in print) and the colour or image that serves as the background. Use of the logo is prohibited if the background colour and the logo colour are similar.



Misuse

In order to ensure consistent brand communication, the following modifications or misuse are prohibited



Different colour
Available for single-colour printing where only the relevant colour can be selected.



Changing individual character spacing



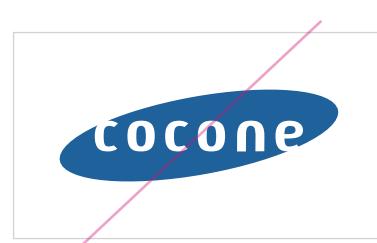
Changing individual font sizes



Drop shadow



Use of italics and long forms



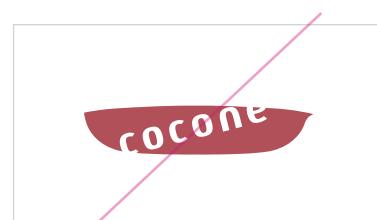
Combined with other elements



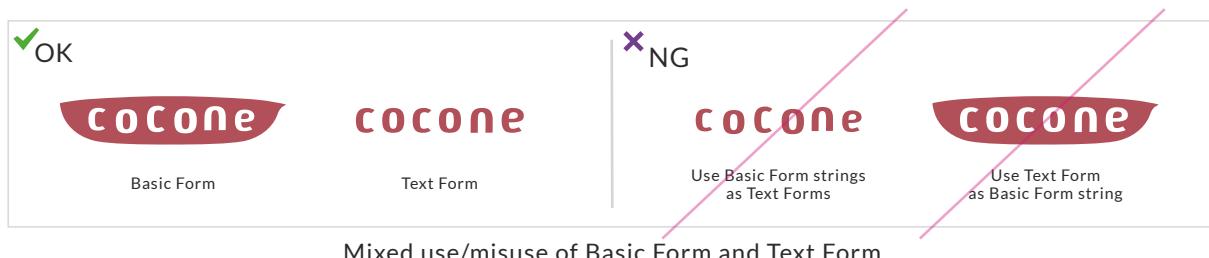
Outline



Crosshatch



Break down the components



Enquiry

- For information on the use of these provisions, or any other use not mentioned, please contact Cocone ONE corporation.
- If you change or alter the size or colour of the logo data provided by Cocone ONE corporation, or if you think that changes or alterations are necessary, please contact Cocone ONE corporation with the details of the changes or alterations. Cocone ONE corporation will provide you with the appropriate logo data, or inform you of the appropriate method of alteration or modification.

Contact Information

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