

July 25, 2025
Endeavour United Co.,Ltd.

TV broadcast of TAKAKKEI – Generative AI

We are pleased to announce that GenCraft Inc. ("GenCraft"), a creative boutique established by our portfolio company TAKAKKEI Inc. ("TAKAKKEI"), a leading advertising and creative company group, was featured on Nippon TV's "Oha!4 NEWS LIVE" broadcast on July 22, 2025.

GenCraft positions itself as a "creative boutique crafting optimal solutions in generative AI-driven expression."

As generative AI technologies in video production continue to evolve rapidly, GenCraft was founded to deliver high-quality creative content powered by cutting-edge generative AI. Leveraging its deep expertise in this field, the company provides innovative and high-impact visual solutions across a wide range of media and campaigns.

In this broadcast, GenCraft was introduced as a specialist in generative AI, accompanied by examples of its video works.

For more details, please refer to the information below.

<Broadcast Information>

Nippon TV "[Oha!4 NEWS LIVE](#)"

"Generative AI Special Feature" [Koremite] Explosive Growth in Generative AI Use for Video and Music. What can it do?

Broadcast on July 22, 2025, 4:30 AM

< GenCraft>

Company Name: GenCraft Inc. (100% subsidiary of TAKAKKEI)

Company Address: Koike Bldg. 3F, 3-25-10 Shibuya, Shibuya-ku, Tokyo

Industry: Creative planning and production using generative AI

URL: <https://gencraft.jp/>



<TAKAKKEI>

Company Name: TAKAKKEI Inc.

Company Address: Shibuya Mark City West 22F, 1-12-1 Dogenzaka, Shibuya-ku,
Tokyo, Japan

Industry: Management and control of Advertising and creative company
group

Group Companies: All Blue Inc., White Brief Inc., Kirameki Inc., Rock'n Roll Japan Inc.,
GenCraft Inc., GOLD CAST Inc.

URL: <https://www.takakkei.jp>