

17LIVE

17LIVE Acquires N Craft to Enhance V-Liver Business

Poised to leverage Japan's rich anime culture and the increasing demand for virtual entertainment through V-Livers



Singapore, 4 November 2024 – SGX-listed leading live-streaming platform, 17LIVE Group Limited (“**17LIVE**”, “**the Company**” or together with its subsidiaries, “**the Group**”) today announced the successful acquisition of 100% of the outstanding shares of N Craft Co., Ltd (“**N Craft**”). This strategic acquisition will bolster 17LIVE’s V-Liver business segment as it adds production and talent development capabilities in the V-Liver space within the Group. N Craft is a production company dedicated to developing and managing virtual talents, creating engaging content that connects with fans through live performances and interactive experiences. The acquisition includes the “**V-iii**” brand, which focuses on nurturing new V-Liver talent and expanding their unique digital presence.

This acquisition is in line with the Company's "17LIVE Forward Strategy," focusing on strengthening the platform, diversifying revenue streams, and forming strategic alliances to accelerate growth.

The global anime market, valued at approximately US\$31.23 billion in 2023, is projected to grow at a CAGR of 9.8%¹, with Japan accounting for over 40% of global revenue². Within this landscape, the V-Tuber market—a vital component of the V-Liver segment—currently stands at around US\$500 million and is experiencing rapid growth³.

By bolstering its presence in the dynamic virtual content sector, 17LIVE is poised to leverage Japan's rich anime culture and the increasing demand for virtual entertainment.

With the integration of N Craft’s expertise and its team of professionals, 17LIVE will effectively manage the existing V-Liver business and facilitate the transfer of approximately 140 V-Livers into the Group. The “V-iii” brand will complement the existing roster of V-Livers on the 17LIVE platform and those associated with NexuStella, another production company under the Group. Both entities will collaborate to enhance the IP talent business, implement innovative initiatives, and jointly develop a new V-Liver production brand.

This acquisition is not expected to have any material impact on the consolidated net tangible assets per share and earnings per share of the Group for the year ending 31 December 2024.

¹ <https://www.grandviewresearch.com/industry-analysis/anime-market>

² <https://www.researchnester.com/reports/anime-market/6101>

³ https://www.yanoresearch.com/en/press-release/show/press_id/3304

About 17LIVE

17LIVE is a leading pure-play live-streaming platform in Japan and Taiwan. Its business lines include Live live-streaming, V-liver live-streaming and other businesses such as in-app games and live commerce. 17LIVE is accessible globally, and its key markets of operations include Japan and Taiwan with a presence in Hong Kong, Singapore, the United States, the Philippines, India, and Malaysia. It has fostered a diverse live-streaming ecosystem with a loyal and engaged user community, as well as a deep pool of live streamers.

For more information, please visit: <https://about.17.live>

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