

April 12, 2018

For Immediate Release

FinTech Global Incorporated
Moomin Monogatari, Ltd

Moominvalley Park themed around the Moomin Stories Grand Opening set for March 2019 in Hanno City, Saitama

FinTech Global Incorporated (Head Office: Shinagawa-ku, Tokyo; President and CEO: Nobumitsu Tamai) and Moomin Monogatari, Ltd. (Head Office: Shinagawa-ku, Tokyo; Representative Director: Robert Hirst) will bring “Metsä” into operation from November 2018 to enable visitors to experience the Nordic lifestyle and the world of the Moomin stories. Metsä comprises two areas: “Metsä Village” to allow visitors to experience the Nordic lifestyle (opening November 2018; free admission) and “Moominvalley Park” (paid admission) themed around the Moomin tales.

The Grand Opening of Moominvalley Park is now set for March 2019.

Set amidst abundant nature, Moominvalley Park is a place where everyone who visits can come across new discoveries. It includes the Moominhouse in which the Moomin family reside, a host of attractions that allow visitors to relive the Moomin stories, performances and meet-and-greets by the Moomin family and their friends, the bathing hut and lighthouse that appear in the tales, and an exhibition facility where visitors can experience the charm of the stories and the inspiration of the original author, Tove Jansson, all in a space brimming with the great literary and artistic appeal of the original works. The Moomin Gift Shop, which will have the largest collection of Moomin merchandise in the world, will be lined with many exclusive original goods that cannot be purchased anywhere else, and the restaurant will allow visitors to enjoy original dishes made with local ingredients that are fusions of North European cuisine inspired by the Moomin world.



Moominvalley Park Main Facility (All names are provisional; images are impressions.)

① Entrance Facility

As visitors pass through gates depicting the books that tell the original Moomin stories and enter Moominvalley, they will experience growing anticipation of the world of Moomin stories lying in wait. The entrance facility has a restaurant in which visitors can enjoy various pancake dishes, and shops with products to enjoy the Moomin world ahead and goods for visitors to take home as they leave to enjoy on the journey back.



② Moominhouse

The Moominhouse, with three floors, an attic and a cellar, faithfully reimagines the original works so that visitors can experience the presence of the Moomin family and their friends as closely as possible. The cellar is a pantry in which all sorts of provisions are stored, the first floor is a kitchen and dining area, the second floor has a living area and Moominpappa and Moominmamma's room, the third floor is Moomintroll's and Little My's rooms, and Moominpappa uses the attic as a study for his writing.



③ Exhibition Facility

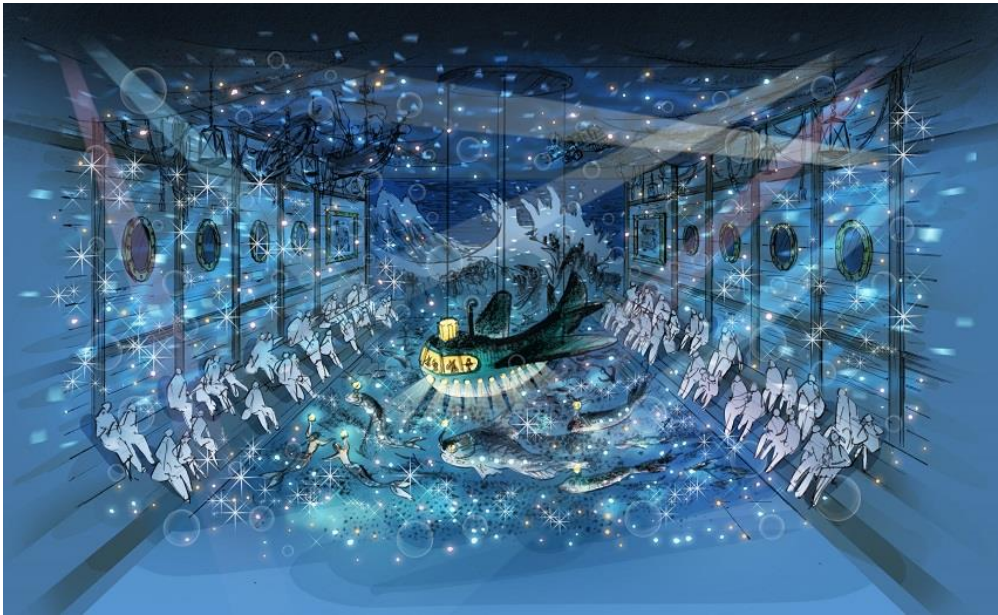
A three-floor facility. On the first floor, there is a shop with the largest collection of Moomin merchandise in the world, and a restaurant where visitors can enjoy dishes inspired by the Moomin stories. On the second floor, displays of exhibits and video screenings present the Moomin stories and works by Tove Jansson, the original author, in a multilateral and multifaceted manner. After enjoying the exhibition, visitors can enjoy a range of experiences from absorbing themselves in a specialty shop, complete with Moomin goods from overseas, or the café, to creating hand-made items based on Moominvalley's nature or stories, or related to Tove Jansson's original works, in the workshop. On the third floor, visitors can experience the charms of the stories interactively as they navigate various scenes from the tales.



④ Ocean Orchestra

A sensational attraction employing morphing techniques based around the themes of "bravery," "challenge," "friendship" and "family bonds." Visitors can board the "Ocean Orchestra" that appears in the tales and set off on adventures together with the Moomins. Images are projected onto molded objects in addition to the surfaces of the walls and floors to deliver a unique and unprecedented production in which visitors can enjoy an experience brimming with a sense of immersion and realism.





⑤ **Theatre Emma**

In one of the stories within the tales, a massive wave floods Moominvalley, and “Theatre Emma” floats by. Live entertainment by the Moomins and their friends unfolds in this open space replicating the theatre.

⑥ **Lonely Mountain**

Mountains of adventure and contemplation where visitors can sense and experience the tales. Children can play happily in the natural surroundings on the playground equipment and treehouses dotted about, and the observatory that became symbolic of loneliness soars high atop the peak. This is also the starting point of a zip wire which flies down straight over the lake.

⑦ **Photo Spots including the Bathing Hut and the Lighthouse**

All around the park, props reproducing the Moomin world will be situated, so visitors can experience the Moomins’ presence as if they are close by. Visitors can use these as photo spots to capture memories and take them home.



Official Website and Social Network Accounts

Metsä Official Website (teaser site):	https://www.metsa.co.jp
Metsä Village Official Instagram:	@metsavillage
Metsä Official Facebook:	https://www.facebook.com/metsavillage/
Metsä Official Twitter:	https://twitter.com/Metsa_Official
Moominvalley Park Official Instagram:	@moominvalleypark
Moominvalley Park Official Facebook:	https://www.facebook.com/moominvalleypark/

About Hanno City, Saitama, where Moominvalley Park will Open

Hanno City is about 50km from the capital. Located in the southwest region of Saitama prefecture and blessed by abundant nature and clear streams, it is a town of “water and greenery”. The flowing green nature provides a perfect environment for hiking, natural parks, waterfront activities and recreation, as well as raising children and living a leisurely existence. Since ancient times, the fact that people live in harmony with the abundant woodland has supported everyday life and culture, along with history and industry. Against this backdrop, on April 1, 2005 Hanno City declared itself a “City of Forest and Culture”. Easy-living urban development initiatives continue with nature and urban features in close accord. As the closest city of forest culture to Tokyo, Hanno has plenty of vibrant recreational and living appeal.

About the Hanno City Furusato Nozei (Hometown Tax Donation System)

“Moomin Fund”

Hanno City has established a “Moomin Fund” in conjunction with Metsä with the aim of promoting tourism initiatives. From April 1, 2016, they began presenting those who contributed to the fund with Moomin-related “thank you” gifts, and so far, many special gifts have been made available, including “Moomin×anello® collaborative backpacks” in collaboration with the bag brand anello, and “Moomin×Kitamura original bags” in collaboration with the original handbag brand “Kitamura.” In March 2018, new “3-Variety Moomin Pompadour Rye French Bread Sets,” and more, were added to the list of gifts.



© Moomin Characters™

For details of the “thank you” gifts, please refer to the Furusato (hometown) choice page for Hanno City or the Hanno City homepage.

Furusato (hometown) choice: <http://www.furusato-tax.jp/japan/prefecture/11209>

Hanno City homepage: <http://www.city.hanno.saitama.jp/0000011025.html>

About Moomin Monogatari, Ltd.

Moomin Monogatari, Ltd. (Moomin Monogatari hereafter) was founded in November 2013 with the aim of operating a theme park business based on the Moomin tales. Moomin Monogatari is licensed to operate these theme parks not just in Japan but across Asia, and is also licensed to design, manufacture and sell all kinds of merchandise related to the Moomin tales within Moominvalley Park. In March this year, Rights and Brands Japan Co., Ltd. was founded to administer all Moomin licenses within Japan.