

KAKAO PICCOMA'S GLOBAL MANGA & WEBTOON PLATFORM "PICCOMA", RANKED No. 1 IN SEPTEMBER'S JAPAN APP STORE AND GOOGLE PLAY STORE

- This will be their fourth time this year to achieve #1 in sales ranking in Japan in both App Store and Google Play combined
- This includes #1 in global manga apps ranking, #7 in global app sales (non-game category), and #20 in global app sales overall (including the game category)
- 10 million+ MAUs as a single platform and record of their highest operating profit to date, indicates solid growth

Kakao Piccoma's (CEO: Jaeyong Kim) global manga platform "piccoma" ranked first in the Japanese App market (iOS + Android) for September 2022 in Total App Sales, including the game category. This is the fourth time achieving #1, following May, June, and July of 2022.

According to analytics platform data.ai, piccoma's rankings are as follows:

- #1 in Overall Sales of Japanese Apps Market (including games)
- #1 in Global Manga App Sales
- #7 in Overall Global App Sales (non-game category)
- #20 in Overall Global App Sales (including game category)

The Japanese mobile app market is the third largest in the world following China and the U.S., and the results are significant considering the market scale where global competitors are rapidly expanding. Out of the top 20 global apps, piccoma is the only app in the Books category in the App store, which is also a remarkable achievement for a single platform.

As of Q3 FY2022, piccoma has more than 10 million monthly users (MAUs) and recorded the largest operating profit in its history. According to Kakao's November 3rd business performance announcement, piccoma has been maintaining a share of more than 50% of the Japanese manga app market and is growing steadily while expanding both its scale and competitiveness.

Piccoma offers both app and web services for popular overseas webtoons such as Korea, Japan, and the United States, in addition to manga and novels from major Japanese publishers. In Japan, the world's largest manga market with more than 100 manga services, piccoma has grown rapidly since its launch in April 2016 and has maintained the No. 1 position in transaction volume among Japanese domestic manga platforms since July 2020 up until now, as a single platform.

Piccoma identifies the following factors that have contributed to its rapid growth:

- The redefinition of manga as snack culture content, through the sale of published manga and webtoon per episodes.
- Platform UI/UX optimized for manga, novels, and webtoon,
- Manga and novel title curation reflecting user preferences.

This August, the new "Channel" function was introduced which directly connects users and content providers (publishers), presenting a new way to enjoy digital manga as a leading platform.

While piccoma has achieved remarkable growth despite being a latecomer to the market, they have launched its European subsidiary "piccoma Europe" in September 2021 and started services in France in March 2022. Maximizing both the popularity of Japanese manga in France and the rising global trend of webtoon created in Korea, Japan and China, plus content made available to readers quickly through official channels, the company has actively marked its presence on a stable trajectory in the French local market.

Jaeyong Kim, CEO of Kakao piccoma comments "Piccoma aims to be a platform where everyone can enjoy content without time or location restriction. We will expand and develop our content library and services to cater to the diverse tastes and needs of piccoma readers. Our goal is to evolve the global manga market by bringing together readers and titles around the world."

About Piccoma

Piccoma is a digital manga and novel service where users can access 1 chapter for free daily per title, by simply waiting everyday. Their library includes the latest mega-hits as well as Piccoma exclusive titles. Since their 2016 service launch, the Piccoma app has surpassed 35 M downloads.

*Total of downloads on iOS/Android as of August 2022.



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