



The world focuses as they play in soccer's biggest competition! Belgium national's Romelu Lukaku, England national's Marcus Rashford, and Spain national's David de Gea -- three star players from "Man Utd" -- star in Kansai Paint's 100th anniversary movie

## GOING BEYOND

Special Animation with Manchester United | Kansai Paint

The movie hit **3.8 million views worldwide in 1 month!**



In commemoration of our 100th anniversary, Kansai Paint Co.,Ltd. (Head Office: Chuo-ku, Osaka; President/CEO: Hiroshi Ishino; hereafter "Kansai Paint") collaborated with Manchester United to make the movie "GOING BEYOND: Special Animation with Manchester United | Kansai Paint". The movie has received more than 3.8 million views (as of 28<sup>th</sup> June, 2018) worldwide since its release on 18<sup>th</sup> May, 2018 (Friday). (URL: [https://youtu.be/zEU0sbR\\_N\\_A](https://youtu.be/zEU0sbR_N_A)) It has been particularly highly rated by viewers overseas for a movie released in Japan, bringing us many views.

Kansai Paint was established on May 17, 1918 in modern day Amagasaki, Hyogo. Since then, a unique strength in research and development and the reliance of our customers have continued to be the key to the company's growth, allowing us to become a globally recognized comprehensive paint manufacturer with bases in over 50 countries worldwide. In 2012, Kansai Paint formed a global partnership with Manchester United, the top football club in England, a first for the paint industry. Both parties perform a variety of activities with the common philosophy of richly providing color to customers' lives.

The collaboration movie was unveiled at Kansai Paint's 100th anniversary event on May 18 (Fri). Ji-sung Park, a former player of Manchester United and the Korea national team, attended the event as a guest. After viewing the movie, he commented: "I thought the video was cool and very high-quality. I also felt that the creativity and innovation that Kansai Paint has shown up to this point were well portrayed, and I think these are qualities that the company shares with Manchester United. I enjoyed the movie immensely myself, and I would love for many others to have a look too."

Kaz Oomori, who worked on the movie's animation, also attended as a guest, commenting on the completed movie:

"I illustrated the movie in the hopes that it would portray the attitude 'GOING BEYOND', which Kansai Paint is attempting to embody. I'm very satisfied with the result."

The movie stars Manchester United forwards Romelu Lukaku and Marcus Rashford, and goalkeeper David de Gea. The three are currently gaining the focus of the world as star players in the World Cup, soccer's biggest competition, representing Belgium, England, and Spain, respectively.

## Collaboration Movie Overview



- Title GOING BEYOND: Special Animation with Manchester United | Kansai Paint
- Release date May 18, 2018 (Fri)
- URL [https://youtu.be/zEU0sbR\\_N\\_A](https://youtu.be/zEU0sbR_N_A)
- Cast [Manchester United Players] Romelu Lukaku/Marcus Rashford/David de Gea

This movie portrays the concept of "GOING BEYOND", combining live action and animation to show "heroes accessing their unknown potential" and display how Manchester United and Kansai Paint continuously challenge themselves and push their own limits. The movie featured various match day footages of Manchester United, who has the biggest fans base in the world, and also scenes of players sweating and concentrating on the pitch

Manchester United forwards Romelu Lukaku and Marcus Rashford and goalkeeper David de Gea starred in this video. In addition, the animation was created by Kaz Oomori, one of only 30 illustrators in the world who are Disney-certified and an artist known for his work illustrating the posters for movies such as *Star Wars* and *The Avengers*. Kaz brought the story to life through his bold and uniquely expressive animation, with its world-renowned characteristic use of color and the lively motion of the live action scenes changing to animation.

## Cast & Illustrator Introduction



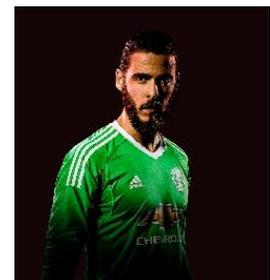
**Romelu Lukaku**

Position: Forward, Number: 9  
Date of Birth: May 13, 1993  
His father is a former member of the Zaire national team.  
Using his head and feet, he gained scores of points in the Premier League and became a genuine goal machine. A member of the Belgium national team.



**Marcus Rashford**

Position: Forward, Number: 19  
Date of Birth: October 31, 1997  
Graduate of Manchester United Academy. He has produced excellent results on the field since entering this top-class team.  
A member of the England national team.



**David de Gea**

Position: Goalkeeper, Number: 1  
Date of Birth: November 07, 1990  
Acts as the guardian of Manchester United, and has earned the team's Player of the Year award and made the PFA Team of the Year in the 2015 - 16 season.  
A member of the Spain national team.



**Kaz Oomori**

One of only 30 artists in the world who are Disney-certified. Even now, he goes back and forth between Japan and Hollywood as he works on official artworks for Disney, Pixar, Marvel, and Lucasfilm. In recent years, he has reached world-class illustrator status, with his posters for Disney's sci-fi blockbusters *Star Wars: The Force Awakens* and *Star Wars: The Last Jedi* selling out.

## About Kansai Paint Co.,Ltd.

Kansai Paint is a comprehensive paint manufacturer that makes and sells paints for automobiles and many other purposes. Their head office is located in Chuo-ku, Osaka. In November 2012, Kansai Paint formed an official global partnership with English football club Manchester United, a first among its field. Both parties perform a variety of activities with the common philosophy of richly providing color to customers' lives, such as the "Kansai Paint × Manchester United Soccer School" held in March 2017.

### [Corporate Profile]

Company Name: Kansai Paint Co.,Ltd.

Head Office: 6-14, Imabashi 2-chome, Chuo-ku, Osaka 541-8523 Japan

Date Established: May 17, 1918

President/CEO: Hiroshi Ishino

Capital: 25,658 million yen

Number of Employees: 15,731 (consolidated as of March 31, 2018)

Outline of Operations: •Manufacture and sales of all types of paints

•Design of color schemes

•Manufacture and sales of products in the biotechnology  
and electronics fields

URL: <http://www.kansai.com>

Net Sales (Consolidated): 401,977 million yen (FY2017)

Income Before Tax (Consolidated): 33,241 million yen (FY2017)

