

FOR IMMEDIATE RELEASE

October 22, 2025

MR8 and A-Nexus (U.S.) Enter Strategic Partnership

A-Nexus to provide end-to-end promotion, marketing, and sales support for MR8 artist *Noa* (乃紫) in the U.S.



MR8 today announced a service outsourcing agreement with A-Nexus under which A-Nexus will lead publicity, advertising, marketing, sales promotion, and related event operations for MR8 artist *Noa* (乃紫) in the United States—marking the start of a broader collaboration between the two companies.

A-Nexus operates as a strategic gateway for talent from Japan and the wider ASEAN/Asia region to enter the U.S. market and the world, supporting global success at the intersection of entertainment, sports, art, and business. Under the leadership of CSO **Brandon Tatum** (2023 *Billboard* Top Music Lawyer; former Global Head of Music, Gala Games / Gala Music), A-Nexus integrates U.S.–Japan industry networks and practical expertise to drive effective market entry.

As the first initiative of the partnership, the companies will launch the U.S. expansion of self-produced J-POP singer-songwriter **Noa** (乃紫). Noa has rapidly grown a social following centered on short-form and video platforms—**TikTok 308,000, YouTube 170,000, Instagram 119,000, and X 15,000**—and has drawn attention with tracks including “全方向美少女” and “初恋キラー.”

Key Initiatives in the U.S.

- Design and execution of digital campaigns in major U.S. cities with strategic partner integrations
- Creation and optimization of showcase events and festival appearances
- Co-development of creative programs optimized for tie-ins and UGC (user-generated content)

Artist Profile — Noa (乃紫)

- **Genre/Role:** J-POP singer-songwriter; fully self-produced (lyrics, composition, arrangement, vocals, artwork)
- **Social:** TikTok 308,000 / YouTube 170,000 / Instagram 119,000 / X 15,000
- **Notable Tracks:** “全方向美少女,” “初恋キラー,” “1000 日間”; actively exploring multilingual releases including Korean versions
- **Tie-in Examples:** Theme and featured songs across TV/film/CM and songwriting for other artists
 - MBS drama 「初めましてこんにちは、離婚してください」 opening theme “縁色反応”
 - Film 「うちの弟どもがすみません」 theme song “恋の 8 秒ルール”
 - Film 「お嬢と番犬くん」 insert song “銃口をハートに向けて”
 - Song contribution “Topping” on *ILLIT Japan 1st Single* ‘時よ止まれ’
- **Live/Apearances:** Domestic festivals, TV/radio, solo concerts, and a **2025 Zepp tour**



Quotes

MR8 — Representative: YUKI OSAKI

“Converting digital-born support into global growth requires strong on-the-ground capabilities. Partnering with A-Nexus in the United States will be a powerful driver. Starting with Noa’s U.S. rollout, we will deliver value through both her works and the experiences around them.”

A-Nexus — CEO Nariaki Terada

“Guided by our mission to bring Asian talent to the world, we will work with MR8 to present Noa’s appeal to U.S. audiences in the most fitting ways.”

Company Information

MR8, Inc.

Representative: YUKI OSAKI

Business: Artist management and production

A-Nexus Incorporated

Headquarters: Las Vegas, NV, USA

URL: <https://a-nexus.com/>

CSO: Brandon Tatum (2023 *Billboard* Top Music Lawyer; Former Global Head of Music, Gala Games / Gala Music)

Overview: A strategic gateway propelling talent from Japan and ASEAN/Asia to global audiences across entertainment, sports, art, and business

Media Contacts

MR8, Inc. — Public Relations

Email: info@mr8.jp

Tel: 03-6807-4935

Web: <https://mr8.jp>

A-Nexus — Media Inquiries

Email: contact@a-nexus.com

Web: <https://a-nexus.com/ja>