

MERCARI CROSS-BORDER COMMUNICATION GUIDELINE

Jan 2026



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Founded in 2013, Mercari is one of Japan's most popular consumer-to-consumer (C2C) marketplaces.

Mercari enables individuals to buy and sell pre-owned items quickly and easily through its mobile-first platform.

The company's core mission is to create a world where anyone can unlock the value of their possessions, promoting a more circular, sustainable economy.



**Create value in
a global marketplace where
anyone can buy & sell.**

Go Bold

All for One

Be a Pro

Move Fast

Marketplace



Fintech



mercoin

US

MERCARI

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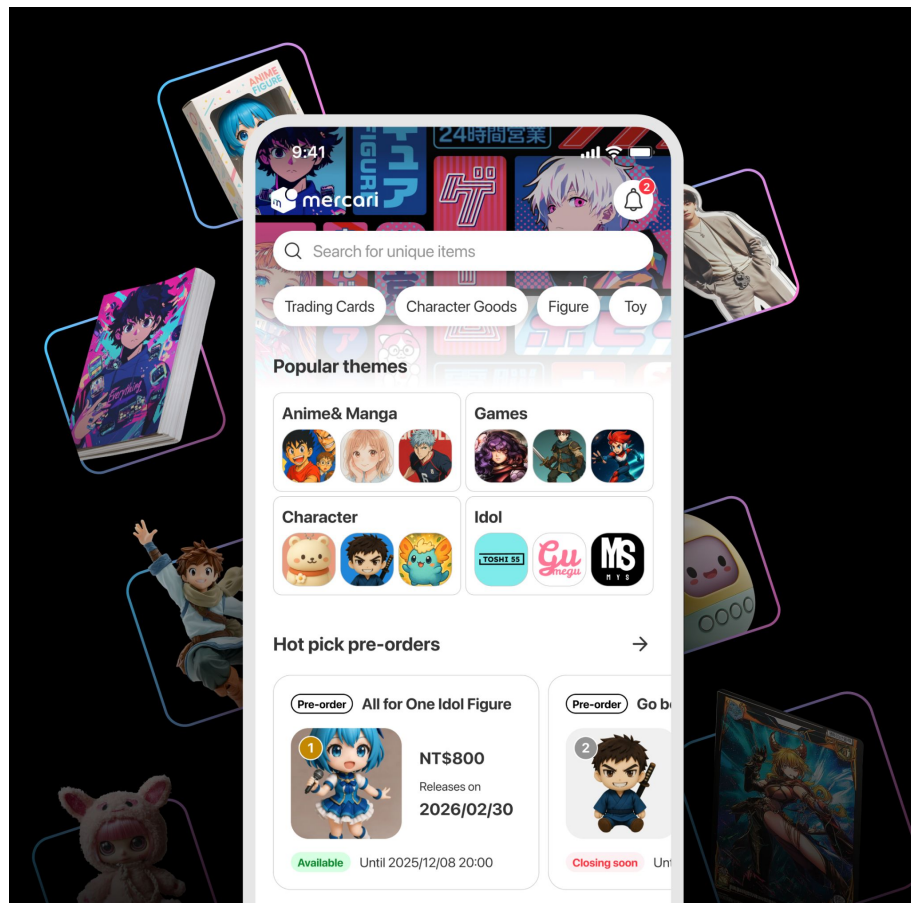
7 CREATIVE SAMPLES

8 ADVERTISING POLICY

The **Mercari Japan** experience brings Mercari to users across the globe.

This experience allows users to buy directly from Japanese sellers with fulfillment handled by Mercari.

It is currently available in Taiwan and Hong Kong, and Mercari plans to expand to more than 50 countries and regions.



When describing the value of the **Mercari Japan** experience, speak directly to users in a friendly tone.

Emphasize the following points:

- Discover your favorites from Japan
- Connect with your fandom
- Buy with confidence
- Enjoy reliable global shipping

**Discover
your favorites
from Japan**

**Connect with
your fandom**

**Buy with
confidence**

**Enjoy reliable
global shipping**

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Our purpose is simple: to give fans everywhere a trustworthy and effortless way to discover, enjoy, and own the treasures they truly love.

The **Mercari Japan** experience opens the door to the trading cards, figures, and limited edition merchandise that define Japan's unique fan culture.

By providing direct access to sellers in Japan, we've broken down the barriers that once separated global fans from Japan's most vibrant inventory of anime, games, and collectables.

With Mercari, fans no longer need to worry about language barriers, overseas shipping, limited availability, or reseller markups.



Japan is the center of fan and collector culture—the birthplace of anime, home of trading card games, the origin of precision-crafted figures, and the source of lottery-exclusive collectibles. Overseas fans have long faced barriers that prevent them from accessing inventory in Japan.

The **Mercari Japan** experience was created to change that. Mercari is opening the door to Japan's local markets and personal collections, making it simple for fans everywhere to get the items they truly want. Fans no longer face barriers caused by language, shipping logistics, proxies, or distance.

Mercari brings the heartbeat of Japan's fandom culture closer to users around the world.



Friendly

Mercari communicates with fans in a warm, approachable, and easy-to-understand way. We avoid unnecessary complexity and speak with clarity and openness, like a knowledgeable friend who helps fans navigate Japan's collectible world with ease.



Reliable

Trust is at the core of Mercari's business. We provide direct access to inventory from Japanese sellers, supported by transparent processes and dependable service. From pricing to logistics, fans can count on Mercari for a safe, honest, and consistent experience.



Easy

Mercari simplifies the entire shopping journey. No Japanese skills required. No intermediaries. No complicated steps. Fans can search, purchase, and receive items through an intuitive and effortless buying experience that's designed for everyone.



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Fandom Collector

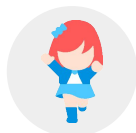


BIO

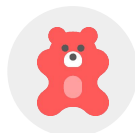
Driven by their affection for the characters, stories, and worlds they love. Their collection is an expression of their fandom, which often stems from childhood

4. Target Audience

Key Product Categories



Anime
figures



Plushies



Model kits &
other character
goods

Behavioral Traits

- Collects character goods as expressions of love and identity
- Participates in online fandom culture
- Curates and displays their collection

Why Buy from Japan

- Japanese versions feel more authentic and diverse
- Exclusive designs unavailable in local market
- Feels like supporting Japanese creators

4.1 Who We Serve: User Persona 1

Technology use



Translation
apps



Drop alerts



Visual
shopping/
search

Pain Points

- High shipping costs, especially for figures
- Language barriers create uncertainty
- Concerns over counterfeit goods

Goals

- Build a display that expresses fandom
- Acquire merch before it disappears
- Share joy of collecting with community

Meta-Player

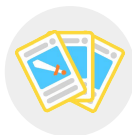


BIO

Cares about competitive relevance, power level or about how the item might enrich their experience with the game (not only in a competitive sense).

4. Target Audience

Key Product Categories



Trading
Cards

Behavioral Traits

- Actively plays in tournaments or local scenes
- Regularly updates deck builds
- Engages in community platforms like Reddit, Discord

Why Buy from Japan

- Early access to new or meta-relevant cards or game items
- Access to exclusive Japanese promos
- Greater card selection and quality

4.1 Who We Serve: User Persona 2

Technology use



Translation
apps



Deck builder
apps

Pain Points

- Delays from international shipping
- Risk of unusable cards in local tournaments
- Difficulty judging card condition remotely

Goals

- Stay competitive with unique or rare playable cards
- Have the latest items/card to unlock 'new' fun (e.g. expansion packs)

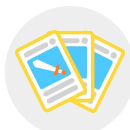
Treasure Hunter



BIO

Driven by exclusivity, rarity, value and future returns — every item is both a passion and an asset. They're knowledgeable, connected, and always on the hunt for the best deal.

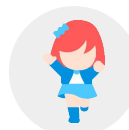
Key Product Categories



Trading
Cards



Video Games
(Limited edition
or retro)



Anime
figures

Behavioral Traits

- Tracks market trends and resale value
- Proficient with multiple platforms
- Maintains collection records and ROI estimates

Why Buy from Japan

- Access to Japan-exclusive items
- Authenticity and collectible prestige
- Favorable exchange rate boosts value

Technology use



Translation
apps



Price
trackers



Proxy
experts

Pain Points

- Expensive shipping and import costs
- Language barriers on product details
- Difficulty verifying authenticity

Goals

- Acquire undervalued items before price spikes
- Curate a high-value, display-worthy collection
- Combine passion with smart investment

Fans overseas struggle to access inventory in Japan.

Local platforms lack Japan-only items, proxies are costly, rare goods are difficult to find, Japanese sites are confusing, and shipping logistics feel complicated.

These barriers make it difficult for fans to get the items they truly want.



01

Everything fans want

An extensive inventory of items from Japan, with everything from TCGs to anime figures.

02

Direct from Japan

Buy directly from Japanese sellers, avoiding high reseller and proxy fees.

03

Safe & Secure

Fans can purchase items confidently from Mercari, one of Japan's most popular marketplaces

04

Transparent prices

Clear product details, real market supply, and honest pricing that reflects Japan's actual inventory.

05

Easy-to-use

Multilingual support coupled with a seamless purchase and shipping experience.

06

Category

With unmatched category depth and constantly refreshing inventory, fans can find new items every day

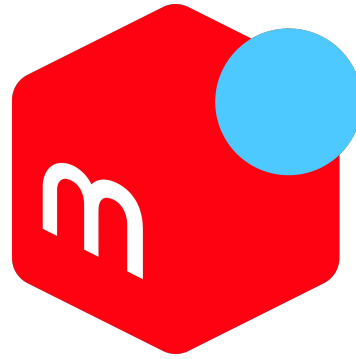
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LOGO USAGE

Mercari Logo

Our logo visually expresses the essence of Mercari's services.

It embodies the open, fair marketplace we strive to build, capturing the feeling of excitement bursting out of the box and the sense of possibility our platform brings.



Logo lockup



Symbol mark

Logo type

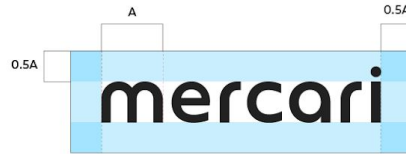
Clear Space

To ensure visibility and independence, clear space is defined for all Mercari Group logos.

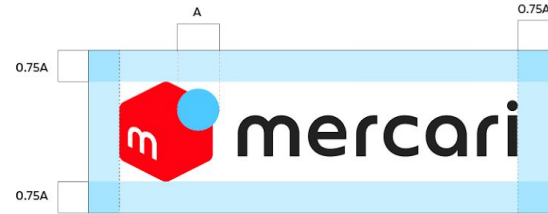
No other elements may be placed within this clear space.

For the Vertical Type logo and the symbol mark, specifying the center including the light blue circle causes the logotype to appear visually misaligned, therefore, the center is defined based on the hexagonal (HEX) shape.

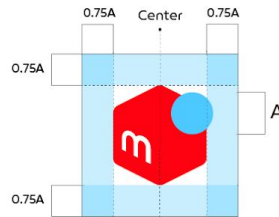
Corporate Logotype



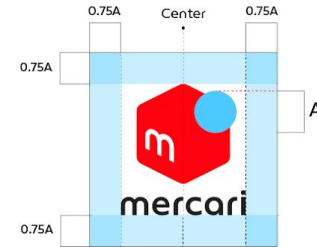
Primary / Secondary Horizontal Type



Symbol



Primary / Secondary Vertical Type



Partnerships & Collaborations

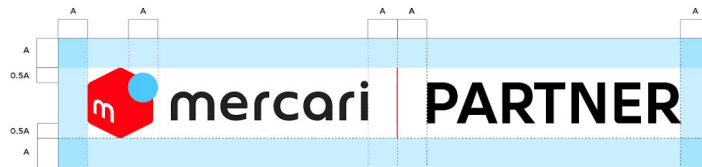
To ensure visibility and independence of our logos, we have a defined clear space between Mercari's logos and partner company logos.

Placing any other elements inside of the clear space is not allowed.

As an example, when using the vertical bar | to represent collaboration, as long as you maintain the clear space between the logos, you can change the size of the vertical bar as you'd like.

You may also use X instead of a vertical bar. In certain cases, you may put the logos side by side without | or X.

Horizontal



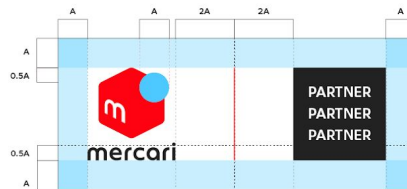
EX) Scale 50%



EX) Scale 50% / Xの場合



Vertical



EX) Scale 50%



EX) Scale 50% / Xの場合



Minimum Size

Use below the minimum size is prohibited as it does not ensure sufficient readability.

Corporate Logotype



Primary / Secondary Horizontal Type



Symbol



Primary / Secondary Vertical Type



Logo Colors

When using the Mercari logo, we generally recommend using the primary logo on a Mercari White background, but when it's not possible to use the primary logo due to printing/display limitations, use the secondary logo if appropriate for the usage/medium.

Primary logo



Secondary logo



Logo Colors Within Background Colors

The standard use of our logos should be on a white background. If you can't use a white background due to printing/display limitations or a collaboration with another company, please refer to the examples here to choose an appropriate color.

- Do not use background colors that impair visibility.
- When using a background color other than primary colors, use the monochrome (white) logo.
- We recommend using the primary logo when possible, but if it doesn't look good against the background color, use the secondary logo. (Use the primary logo in collaborations with other companies)
- The black secondary logo must only be used on 100% white backgrounds.

These are just examples for reference.

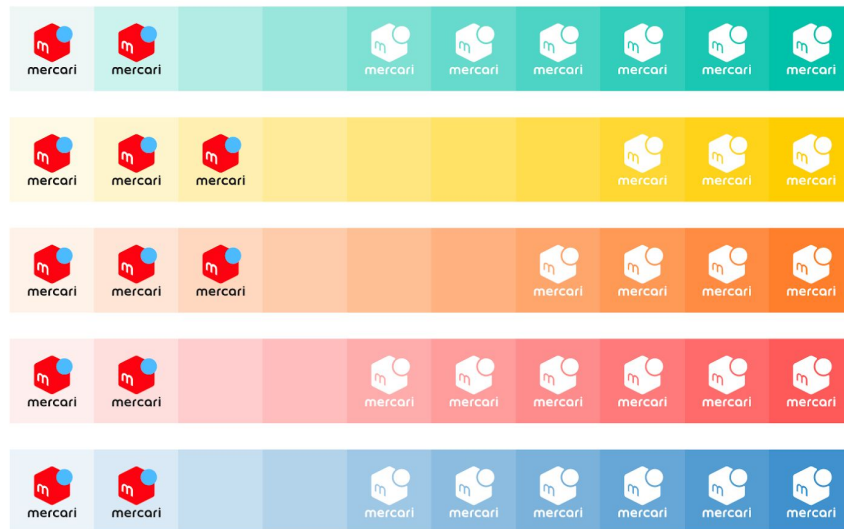
***Check the visibility of logos/colors yourself and use what is most appropriate.**

***Visibility depends on the colors and the place/item they will be used for.**

Background Color

Opacity 10% -

- 100%



White 100% Opacity 20% -

- 100%



※Secondary Blackは白100%背景以外での使用を禁止しています

Logo Colors Within Photography

Do not use combinations/layouts where the background considerably interferes with the visibility of the corporate logomark, symbol mark, or logo outline.

Rules for using photos as backgrounds

- As the brightness and contrast depend on the photo, if the logo doesn't stand out against the background, add a black or white layer underneath the logo.

- If you're sure the visibility is fine, you may use representations other than those listed above.

Rules for using videos as backgrounds

- To ensure visibility, we recommend using the **app icon**, which has a white background, instead of the logo.



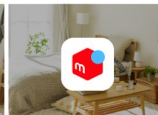
ロゴが目立つ背景を使っている。



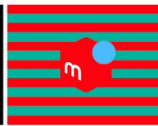
Black Tint 50%



BG Black Tint 30%



App icon+ BG Black Tint 30%



カラーハレーション&視認性を損なうパターンを背景に配置する。



背景写真の上に Black Tint を引かない。



プライマリロゴを写真の上で使用する。



ホワイト以外の色のセカンダリロゴを写真の上で使用する。

Logo
Misuse

Don'ts



Rotating the
logomark



Repositioning
of elements



Modifying the
aspect ratio



Applying drop
shadows



Changing the
brightness of
elements



Using the colored
logomark as a
monotone logomark



Using the monotone
logomark as a colored
logomark



Partially outlining
characters with colored
backgrounds



Applying textures



Modifying
colors



Applying
gradations



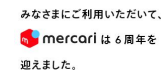
Decorating the logo
(adding shadows
and borders, etc.)



Changing the ratio
of elements



Not isolating the
logos from other
elements



Using the logos
to build
sentences



Using different
font colors



Applying
watermarks



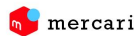
Using more than
one logomark



Using old
logomarks



Changing the size of
the blue circle



Using different
logotype fonts



Chopping off
parts of the
logotype



Using different
letter-spacing



Using old
logotypes

COLOR PALETTE

Our core colors

Mercari Red

HEX: #FF0211
RGB: 255 2 17
CMYK: 0 95 95 0
PANTONE: 185c
DIC: 156

Mercari Light Blue

HEX: #4DC9FF
RGB: 77 201 255
CMYK: 60 5 0 0
PANTONE: 292c
DIC: 2187

Mercari Black

HEX: #222222
RGB: 34 34 34
CMYK: 0 0 0 100

Mercari Gray

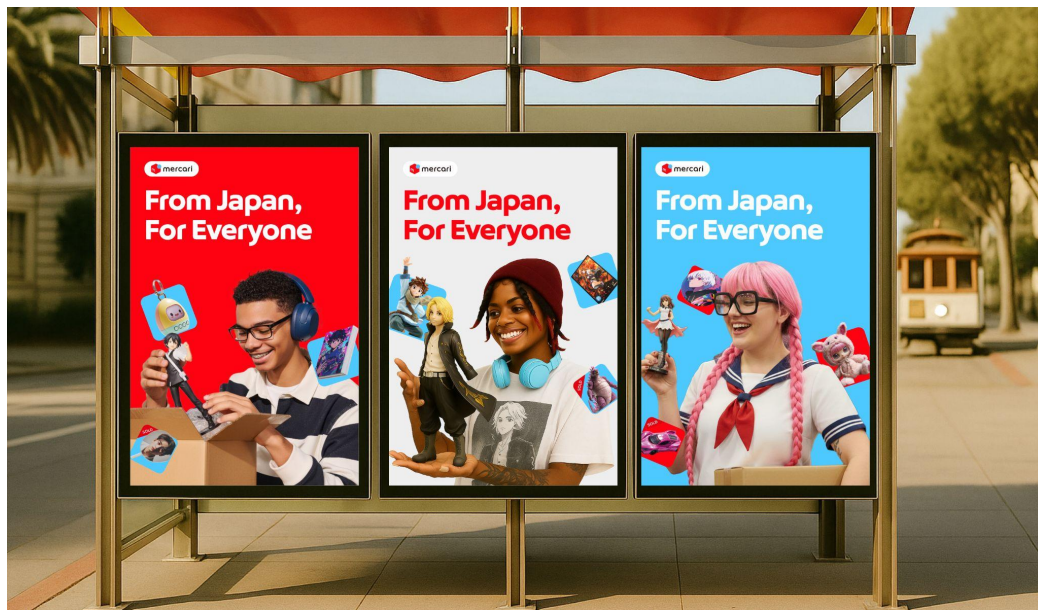
HEX: #ECECEC
RGB: 236 236 236
CMYK: 0 0 0 13

Core marketing palette

Mercari's core marketing palette consists of the logo colors—red and blue—along with three neutral colors.

This palette is used to enhance brand recognition in situations where Mercari must compete for visual attention with other brands, such as off-platform advertising and out-of-home media.

In these communications, the standard approach is to use a white background with the red and blue logo as the foundation, combined with black and light gray as accent colors.

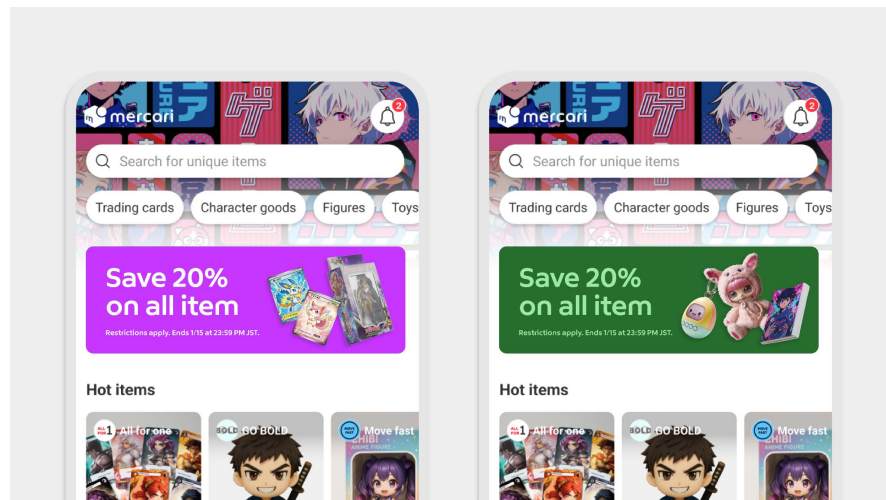


Expanded marketing palette

When Mercari is already well recognized and customers are within the Mercari context—such as on the website, app, or social media—more flexible brand expression is possible.

In these situations, the extended palette may be used to allow for a broader and more expressive range of colors.

The full color palette (300, 500, and 700 levels) is primarily recommended for use as background colors. When selecting a background color, an appropriate foreground (text) color must be used for each case.

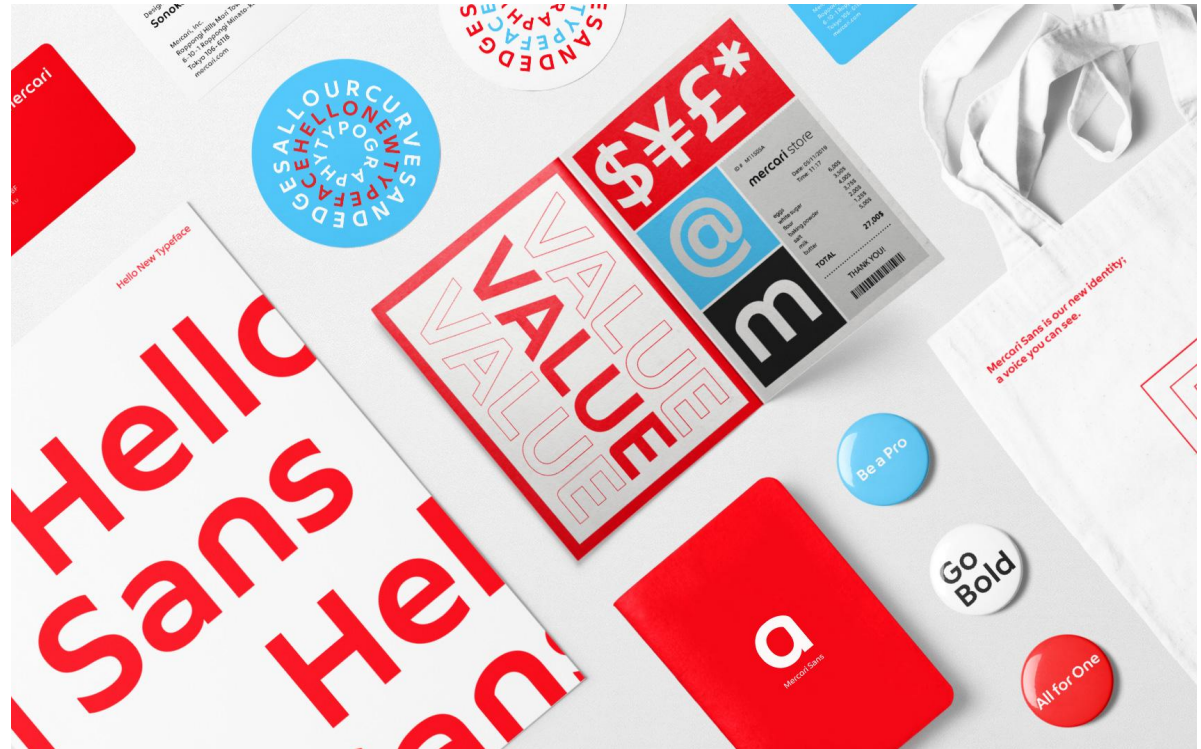


TYPOGRAPHY

Typography

Typography is one part of the unique identity expressing the Mercari Group's brand.

As our touch points increase both online and offline going forward, we will use typography as “a voice you can see” to deliver a consistent message and brand image.



Typeface recommended by the corporate group

Mercari Sans is a Mercari Group original font developed in collaboration with Akira Kobayashi, type director at Monotype, in 2019.

The Mercari Group created Thin, Regular, and Bold weights to match the existing Tazugane Gothic weights, plus an additional Extra Bold weight, and recommends using these four weights.

If you would like to use Mercari Sans:

Check with a Mercari Group representative, then apply through [this form](#).

*Mercari Sans cannot be used for anything other than work produced by the Mercari Group

References:

[Hello, Mercari Sans](#)

[Behind the Scenes Note](#)

Mercari Sans Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz

Mercari Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz

Mercari Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz

Mercari Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz

Typography
Don'ts

Hello
Mercari Sans.

Don't

Change the font's aspect ratio
(width-to-height ratio)

Hello
Mercari Sans.

Don't

Adjust the font weight digitally / via software

*Hello
Mercari Sans.*

Don't

Set the type in italics

hello
mercari sans.

Not Recommended

Increase tracking when using lowercase
letters

CREATE VALUE IN A
GLOBAL MARKETPLACE WHERE
ANYONE CAN BUY & SELL

Not Recommended

Use five or more consecutive words in all
caps

Other font

Mercari sans text
Mercari sans text
Mercari sans text

Not Recommended

Use similar but different fonts within the
same screen

Create value in a
global marketplace where
anyone can buy & sell

Not Recommended

Align text to the right

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From Japan

We represent more than just a place of origin; we embody the unique Japanese spirit of cherishing possessions. We present our meticulous packaging and quality standards not just as features, but as a badge of trust.



Fandom & Story

We believe every item holds a story. We celebrate the passion of fans and collectors, portraying them in an authentic, relatable, and true-to-life manner.



Authentic Diversity

We capture candid moments of people—across diverse races, ages, and backgrounds—naturally enjoying Mercari within the flow of their everyday lives.



Natural Living Light

Utilize natural light from windows and ambient indoor lighting to evoke warmth and the passage of time—from morning to noon to night.



Real, Grounded Spaces

Avoid artificial studio sets. Instead, set the scene in authentic, lived-in spaces where life actually happens, such as living rooms or hobby corners.



Honest Texture

Avoid excessive retouching. Capture items with sharpness and clarity to truthfully reveal their texture, signs of aging, and actual condition.



Life style

Capture the subject within their wider environment to communicate the excitement and convenience that Mercari brings to everyday life.



Contextual

Make the item the hero. Use background props and styling to subtly evoke the narrative of how the object has been cherished.



Studio / Product

Keep backgrounds simple to accurately convey the item's intrinsic appeal and detailed condition.



1. Focus on the Object, Not the Model

Show the figures, boxes, and games with reverence lit like characters, not products. Avoid people holding items unless it adds emotional context (nostalgia, discovery, anticipation).



4. Show Collections as Stories

Group shots can reveal personality, not “a shelf of stuff,” but a personal world. Capture order, obsession, or nostalgia without clutter.



2. Evoke the World Behind the Item

Each product belongs to a story. Use lighting, shadow, or subtle props to suggest the universe it came from, a desk with manga, soft glow from a monitor, reflections of Tokyo neon.



5. Keep It Honest

No artificial gloss or fake enthusiasm. Let texture, age, and authenticity show, even a small scratch can tell a story.



3. Balance Realism and Imagination

Photography should feel grounded yet dreamlike. Think collector's intimacy over glossy commercial style. Real spaces, but styled with intention.



When designing with multiple product photos, select and arrange them with careful consideration of overall balance. Avoid biases in color hue or product categories, and ensure the layout feels visually balanced.



The product types and color hues are selected in a well-balanced manner.



The product types are skewed toward a single category, and the color hues are biased toward red.

Lifestyle
Photography

Don'ts



Not a fan, overly exaggerated



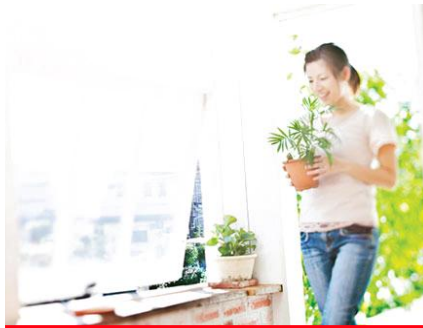
Overly dramatic lighting



Artificial-looking filters



Fashion models



Overexposed photos with blown-out colors



Artificial-looking lighting

Product
Photography

Don'ts



The product is cropped out of the frame.



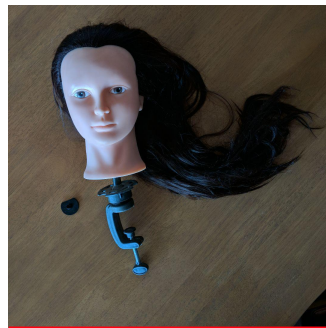
There is text overlaid on the image.



The depth of field is shallow.



A filter has been applied.



A surreal image



The direction feels forced.

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COMMERCIALS

Ensure the quality and sense of brand unity at the start and end of commercials

Even before addressing the creative aspects of a commercial, we start by prioritizing content that will enable people who have never used Mercari, don't know much about our product, or have not had much contact with it to be able to recognize that the commercial is a Mercari commercial.

To accomplish this, we recommend standardizing how our commercials start and end. Considering that the audience might not necessarily have their attention directed at the screen when a commercial starts, we place a motion logo and sound logo at the beginning of our commercials so that our brand can be instantly recognized by both sight and sound. Furthermore, placing a clear call to action (CTA) at the ending of each commercial allows the interest we have fostered to connect to the viewer's next action without hesitation, and in doing so we present the public with a unified brand experience.



Motion Logo/Sound Logo

Notes;

- Communication using motion and sound logos at the start or within the first six seconds of a commercial is recommended.
- Provided you can ensure sufficient visibility, the placement of the logo against the white background (backdrop) does not need to be fixed (you are free to place the logo on the background at your discretion, such as in the center, to the left, or to the right)
- You are not permitted to change the shape or animation speed of the logo.
- You are also not permitted to change the tone or speed of the sound logo.



CTA

- It is recommended to communicate a call to action at the end of a commercial.
- Clearly convey to the viewer of the commercial the action you would like to encourage them to take.
E.g., Encourage them to enter a keyword into a search bar or download an app

The basic goal:

Always make a conscious effort to promote a familiar, trustworthy, and simple personalized experience and to communicate honestly and transparently

Forms of expressions to refrain from using in commercials

1. Stage directions/Situations
 - a. Avoid unnatural and suspicious expressions
 - b. Stage directions that deviate from natural extensions of everyday life or that are overly staged hinder what Mercari actually stands for
2. Acting/Casting
 - a. Forced performances: Avoid unnatural smiles and violent poses or motion
 - b. Unrealistic cast members: Cast people who more closely represent our users
 - c. Imposing stereotypes: Fixed gender stereotypes, such as housework is for women, and taunting/ridiculing people based on identifiable traits (such as gender, race, or appearance) are strictly forbidden
3. Language and manners
 - a. Avoid expressions that will only be understood by certain generations or communities
 - b. Avoid forms of expression that are cold, coercive, commanding, agitative, or negative
4. In addition to observing the company's advertising and display policy, please use effective language that will most appropriately respect local cultures and customs, as well as the social and historical backgrounds of each country and region

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Items and services that cannot be listed

- Narcotics, stimulants, designer drugs or potentially similar items
- Items, services, etc. associated with anti-social forces
- Items that could potentially be used as weapons
- Fraudulent or malicious forms of sales such as multi-level marketing
- Used undergarments
- Human body parts and blood or other bodily fluids, including breast milk
- Personal information offered as a sale item
- Adult items and services
- Items that evoke illegal forms of sexual expression such as child pornography and prostitution
- Items not registered as mandated according to the Species Conservation Law
- Intangible items offering information
- Personal ad and dating websites
- Items associated with gambling excluding government-controlled sport gambling (horse, bicycle, motorboat, and automobile racing) and government-controlled lotteries (toto and public lotteries)
- Tobacco and electronic tobacco products
- Items that emit strong radiation such as uranium and plutonium
- Items subject to a recall
- Medical drugs and equipment for medical treatment (excluding items authorized for mail-order business)
- Medical drugs and medical equipment not approved for use in Japan
- Counterfeit items
- Unspecified goods and services
- Items for specific religions or religious groups
- Items related to governments or political parties
- Items that are illegal or specified as prohibited by industry groups
- Other content that is illegal, unjust, or deemed socially unacceptable
- Any other items judged inappropriate by Mercari, Inc.

Note:

Further to the above information, Mercari, Inc. may also refuse other services prohibited from posting on Mercari.

Prohibited actions

- Posting links to webpages of little or no relevance to a listing
- Violating copyright, likeness rights, or trademark rights
- Posting links to earn compensation from clicks
- Attempting to defraud consumers using such things as malicious marketing, spam, or fraud
- Deliberately distributing false information
- Inappropriately handling the personal information of third parties
- Interfering with the operation of services, causing the malfunction of a server or network system, or deliberately taking advantage of a defect in a service
- Comparing and ranking other companies' products that lack credibility
- Displaying the conditions for purchasing an item, etc. in a way that makes the information hard to understand
- Providing information that is not accurate or credible or that is not useful to the user

Prohibited forms of expression

- Excessive skin exposure and sexual content
- Expressions that exploit physical insecurities
- Expressions likely to be mistaken as official Mercari communications
- Visuals intended to attract attention
- Expressions likely to be mistaken as the features of an operating system, browser, or app
- Expressions that are verbally abusive
- Expressions that infringe on user privacy
- Expressions that are discriminatory or violate human-rights
- Expressions that constitute sexual harassment
- Expressions encouraging speculative behavior or gambling
- Expressions that are unscientific or superstitious
- Expressions that glorify crime or depict crime in a positive light
- Expressions that are violent or cruel

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