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Tuesday, October 10, 2023

Aiming Inc.

To members of the press:

**“IS IT WRONG TO TRY TO PICK UP GIRLS IN A DUNGEON?:  
BATTLE CHRONICLE”**

**Campaign to Celebrate 3,000,000+ Downloads Globally!  
10 Gacha Ticket Giveaway and a Daily Free Gacha Are Available  
During the Period!**



Tokyo, Japan – Aiming Inc. (CEO: Tadashi Shiiba) announces that its new battle action RPG game "Is It Wrong to Try to Pick Up Girls in a Dungeon?: Battle Chronicle" (hereinafter referred to as DanChro) has surpassed 3,000,000 downloads globally.

■ **Campaign to celebrate 3,000,000+ downloads globally is now live! Introducing the Login Bonus for 10 Gacha Tickets and the daily free Gacha with a 1.5x higher UR appearance rate!**

“DanChro” has surpassed 3,000,000 downloads globally since its release on Thursday, August 4, 2023. To commemorate this, the “3 Million Download Celebration Campaign” is launched. The campaign is filled with incentives including the Login Bonus that gives 10 Gacha Tickets, a daily free Gacha with a 1.5x UR appearance rate, a 50% Stamina consumption reduction in the



Main Story, great deals on purchasable items, and many more. Play DanChro now and enjoy them all!

-3 Million Download Celebration Campaign-

Period: 12 PM Tuesday, October 10 – 12 PM Tuesday, October 24 (JST)

### 1. 3 Million Download Login Bonus

By logging in during the period, receive the “3 Million Download Gacha Ticket x10” on the initial day as well as the “Excelia (XL)” and “All-Encompassing Falna” that can be used in character upgrades. A “Potato Popper (S)” used for Stamina recovery can also be obtained every day by logging in.

### 2. 3 Million Download Celebration Gacha

Get to draw 1 free Gacha per day with a 1.5x increase in appearance rate for UR Characters and Scene Cards! Also obtain a “Guaranteed UR Character Gacha Ticket” up to four times, at the Exchange, for every 50 draws of the 3 Million Download Celebration Gacha. The lineup includes regular Characters and Scene Cards that have been added up to October 10.

### 3. 3 Million Download Celebration Packs on Sale

The “3 Million Download Celebration’ Gacha Ticket Pack,” which includes 10 of the 3 Million Download Celebration Gacha Tickets at a great value, as well as the “3 Million Download Celebration’ All-Encompassing Falna Pack,” which provides upgrade items for character Limit Breaks will be on sale!

\*\*\*Please see in-game notices for details on each content.

### ■ What is “Is It Wrong to Try to Pick Up Girls in a Dungeon?”

With over 15 million copies published, the anime, along with the TV series, has also produced a movie. Now in 2023, the original work is going through a 10th-anniversary project and “DanChro” was announced as part of this project.

<Synopsis>

The labyrinth city of Orario...

For excitement towards the unknown, for honor, and especially for romantic encounters with cute girls, the young boy Bell goes to the city of Orario which has an underground labyrinth called the “Dungeon.”

The story unfolds when he meets the petite goddess Hestia. A destined encounter between an adventurer shut down by all Familia and a god with no members. This is the story (Familia Myth) of a young boy’s path written by the goddess.

“DanMachi” Series Web Portal: <https://danmachi.com/>

### ■ What is “Is It Wrong to Try to Pick Up Girls in a Dungeon?: Battle Chronicle?”

# Aiming

DanChro is a new battle action RPG game of the anime series, where players can experience the stories and iconic battles from DanMachi along with the anime-like 3D graphics of the characters. Enjoy the exhilarating action of dodging and attacking in various ways, including the use of special moves from the series, in this simple yet profound "Battle" system. Go on an adventure with a party that you set up consisting of upgradable "Adventurers," "Assists," and "Scene Cards."

The game is fully loaded with contents such as a battle royale where everyone is your enemy and the autoplay combat, "Battle Arena," where setup will be key. Challenge the dungeon together with your favorite characters like Bell and Hestia!



Dynamic Special Moves in 3D



Exhilarating Battles



Fight Many Players in a Battle Royale



Relive the Anime's Story



<Game Overview>

Title: "Is It Wrong to Try to Pick Up Girls in a Dungeon?: Battle Chronicle"

Genre: Battle action RPG

Platforms: Smartphone (iOS/Android), Windows, PlayStation®4, PlayStation®5

Release date: Thursday, August 24, 2023 (PlayStation® version scheduled for 2024)

Price: In-game item charges (free-to-play)

Official Website: <https://www.danmachi-danchro.com/en/>

Official X: [https://twitter.com/danchro\\_en](https://twitter.com/danchro_en)

Officially Approved Discord: <https://discord.gg/danmachi-danchro>

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