

January 14, 2016

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Richard Yu, Chief Creative Officer and China Network Creative Consultant at ADK Taiwan, to lead the Direct Lotus Jury at ADFEST 2016.

ADK (Registered name: ASATSU-DK INC., President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) is pleased to announce that Ricard Yu, Chief Creative Officer and China Network Creative Consultant at ADK Taiwan, has been appointed as the Direct Lotus Jury President at ADFEST 2016.

Richard Yu, based in Taipei, first became a designer 22 years ago. He joined ADK Taiwan in 2006 and led the agency to be celebrated as Agency of the Year for seven consecutive years since 2008 and by his work of “House of Little Moments Campaign”, he has won numerous awards including the Grand Prix in the Branded Content & Entertainment category and a Silver in the Film category at Spikes Asia 2015.

Richard has received an accolade for winning number of awards including ADFEST Lotus Awards, Cannes Lions, D&AD, One Show, Clio, AD STARS, AWARD, London International Awards, New York Festival, Effie Greater China.

Founded in 1998, ADFEST is one of the most famous and celebrated annual creative festivals in Asia.

ADFEST 2016 features “Creative Intelligence”, which means the importance of creative minds to communicate information in a unique way through many channels.

ADFEST 2016 is going to run from 16th March to 19th March at the Royal Cliff Hotels Group in Pattaya, Thailand.

NEWS RELEASE

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