

May 16, 2011
ASATSU-DK INC.

ADK Group to Expand Animation Content Business in China

A wholly owned subsidiary of ASATSU-DK INC. (headquartered in Chuo-ku, Tokyo; President & Group CEO Yoji Shimizu: “ADK”), namely IMMIG PTE. LTD. (headquartered in Singapore; President Yoshihiko Shinoda, concurrently serving as ADK Media Contents Center Director: “IMMG Singapore”) is pleased to announce that IMMIG Singapore established its 100%-owned subsidiary IMMIG-BEIJING CO., LTD. (“IMMG-BEIJING”) in the Shijingshan District, Beijing at the end of February, 2011, and is slated to become fully operational on May 6, 2011.

The demand for animation in the Chinese market has dramatically expanded over the past few years and, according to a private research company¹, the size of the market for 2010 is estimated at 20.8 billion yuan (approximately 260 billion yen), reportedly already surpassing the Japanese market scale (at approximately 216.4 billion yen for 2009). On November 10, 2009, the Chinese government set up a state-sponsored cultural corporate group “China Animation Comic Game Group Co., Ltd. (“China ACG Group”). The Ministry of Culture has direct control over this group with the view to foster the domestic cultural industry as a national policy. The Group is aggressively promoting the production of China’s original animation and is attracting foreign enterprises as well as collaborative production.

ADK has been active in the animation business in Japan for nearly 50 years and has put a great deal of effort into expanding the business both at home and abroad. Since the inception of IMMIG Singapore in 1997, ADK has been actively deploying the copyright business, including broadcasts of Japanese animation in Southeast Asia, primarily Singapore, Malaysia and Indonesia.

The establishment of IMMIG-BEIJING is aimed at actively promoting the animation industry in China, an important country which is experiencing rapid growth. In the future, ADK will encourage cooperation with the “China ACG Group” and press forward with collaborative activities, including broadcasting, distribution and merchandising.

¹ Research conducted by “EntGroup Inc. ”

The new company's profile is as follows:

《IMMG-BEIJING》

Company name: IMMG-BEIJING CO., LTD. (IMMG-BEIJING)
Address: #2003 China Railway Construction Building, 20 Shijingshan Road ,
Shijingshan District , Beijing
Established: February 9, 2011
Capitalized: 10 million CNY (Appr. 130 million yen)
Shareholder: IMMG Singapore: 100%
Chairman: Yoji Shimizu (ADK President & Group CEO)
CEO: Aiko Ono (ADK China Division)
Employees: More than 7
Business description: 1) Tie-up with any Chinese company in production, marketing/distribution,
merchandising/commercialization, and any other active group in China's
domestic animation business.
2) Export, market and distribute of China's domestic animation
3) Prepare to introduce Japanese animation programs in China (including
those owned by ADK and any other copyright holders) and any other
businesses.

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