

November 28, 2011  
ASATSU-DK INC.

ADK acquires exclusive distribution rights of eYeka,  
the leading co-creation platform within Japan

ASATSU-DK INC. (President and Group CEO: Yoji Shimizu; Head Office: Chuo-ku, Tokyo; hereinafter “ADK”) and eYeka SA, which operates a co-creation platform (\*note) with about 200,000 members from 94 countries around the world (Global CEO François Pétavy, Head Office: France), agreed that ADK will acquire exclusive distribution rights of the eYeka platform within Japan and non-exclusive distribution rights of the said platform overseas as the sales partner in Japan. ADK will be initiating a communication proposal utilizing the eYeka platform from December 1, 2011

eYeka is an Internet platform hosting a community of about 200,000 creative consumers (creator demographic among general consumers) from 94 countries around the world, which helps companies innovate their marketing and communication through the co-creation of ideas, insights and content.

Recently, the overseas presence of Japanese companies has been accelerating, while on the other hand the lifestyle of consumers has been diversifying, and amidst this background it has become a major challenge for companies to conduct communication activities that precisely capture consumer insights in both domestic and overseas markets. In contrast, for conventional marketing methods of survey/analysis/planning creative ideas, there were problems such as the amount of time required and an inability to extract the real opinions of consumers.

ADK has been developing/promoting new marketing methods utilizing SNS, etc. and believes that becoming a sales partner of eYeka will enable ADK to propose next generation marketing programs that can respond to business for companies facing challenges in communication with consumers regardless of whether that business is domestic or overseas.

<eYeka Outline>

eYeka is the global market leader in online consumer co-creation. We leverage a community of 200,000 creative consumers that helps companies generate fresh creative ideas, unlock innovation opportunities and drive consumer engagement at global level in a matter of weeks and within a confidential, IP protected environment. eYeka serves more than 100 leading brands such as P&G, L’Oreal, Coca-Cola, Unilever, Danone or Microsoft and is present in France, Singapore, UK, USA, Dubai and China. For more information: <http://en.eyeka.net>.

\*Note: What is an online co-creation platform?

An online co-creation platform is an online space or community where brands can source innovative, creative ideas and insights directly from consumers. On the platform, brands will post their marketing challenges in the form of competitions and invite consumers to solve them. This approach is faster and capable of providing more innovative solutions than traditional market research or consumer involvement methods.

Company Name:	eYeka SA
Global CEO:	François Pétav
Established:	2006
Business description:	Online co-creation

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