

February 27, 2013

Aniplex Inc.  
SUNRISE INC.  
TOEI ANIMATION CO., LTD.  
TMS ENTERTAINMENT CO.,LTD.  
NIHON AD SYSTEMS INC.  
DENTSU INC.  
ASATSU-DK INC.  
(INPO)

### **DAISUKI- Overseas Video Delivery and EC Platform**

**— Seven players joined hands to commence services in April —**

ASATSU-DK INC. (Tokyo:9747; President: Yoji Shimizu; Head Office: Chuo-ku, Tokyo; hereinafter “ADK”) announces that the seven entities of Aniplex Inc., SUNRISE INC., TOEI ANIMATION CO., LTD., TMS ENTERTAINMENT CO.,LTD., NIHON AD SYSTEMS INC., DENTSU INC. and ADK have agreed to join hands to set up an online platform named “DAISUKI” to deliver animation content video overseas and sell animation-related goods. Collaborated services are to be activated in April.

Prior to the launch of services, ADK established DAISUKI Inc. (hereinafter “DAISUKI”) in October 2012 to proceed with preliminary work. DAISUKI is to issue new shares by means of third-party allocation to all involved companies apart from ADK. Each company will then accelerate its effort to solidify the platform ‘DAISUKI’ aiming to kick-start in April as planned. The amount of capital investment and the percentage of ownership after the implementation of allocation of new shares are described in the following page.

Each involved company aims to contribute to developing and expanding the Japanese animation industry by offering authorized content in a stable manner to overseas animation fans as well as an online shop to sell animation-related products. Content that is popular both at home and abroad such as PUELLA MAGI MADOKA MAGICA, MOBILE SUIT GUNDAM, ONE PIECE, LUPIN THE 3<sup>rd</sup>, and THE PRINCE OF TENNIS is ready to be delivered. Delivering new titles online concurrently with

broadcasting and staging live performances are also on the lineup.

#### ■ About DAISUKI

Name : DAISUKI Inc.

Location : Ohwa Building 6F, 1-22-17, Ebisu, Shibuya-ku, Tokyo

Representative : Representative Director, President Kunihiko Shibata

Established : October 17<sup>th</sup>, 2012

Capital to be increased : February 28, 2013

Capital : When established 60,500 K yen (Capital reserve 60,500 K yen)

When increased 229,750 K yen (Capital reserve 229,750 K yen)

Capital investment and ownership ratio after allocation of new shares :

Aniplex Inc.	61,700 K yen (13.4%)
SUNRISE INC.	61,700 K yen (13.4%)
TOEI ANIMATION CO., LTD.	61,700 K yen (13.4%)
TMS ENTERTAINMENT CO.,LTD.	61,700 K yen (13.4%)
NIHON AD SYSTEMS INC.	61,700 K yen (13.4%)
DENTSU INC.	30,000 K yen (6.5%)
ASATSU-DK INC.	121,000 K yen (26.3%)

Business line : Delivery of animation content video to overseas markets and selling of animation related goods

Website : <http://www.daisuki.net/en> (Limited to access from overseas)

#### ■ Logo of platform “DAISUKI”



For further inquiries

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