

August 9, 2013

ASATSU-DK INC.

New Company Established with Always in China

Asatsu-DK (head office: Tokyo Chuo District, President Shinichi Ueno, hereinafter “ADK”) in partnership with WPP Group’s “Always Marketing Holdings Limited” (hereinafter Always) jointly established the new company “A2 (Shanghai) Marketing Services Co., Ltd.” on May 21, 2013, which is to begin operations in August 2013. A2 will have 480,000 USD in capital and a shared investment ratio of ADK 34% and Always 66%.

The joint venture partner Always is 65% owned by WPP Group and is one of the largest field marketing companies in China. In recent years, Japanese companies have continued to advance into the Chinese market by expanding promotional sales areas from tier 1 to tier 3-5 cities. In the midst of business expansion from China’s coastal to inner regions, the establishment of ADK and Always’ new company will increase the range of communication support and services provided to clients while enhancing below the line (BTL)* advertising.

*Below the Line: Promotional work (sales promotions) without the use of mass media

Overview of A2(Shanghai)Marketing Services Co.,Ltd

Name:	奥旭(上海)市場營銷服務有限公司 (Chinese) <u>A2(Shanghai)Marketing Services Co.,Ltd.</u> (English)
Date of Establishment:	May 21, 2013
Capital:	480,000 USD
Investment Ratio:	ADK 34 %, Always 66%
Head Office:	Qingpu District Gong Ye Yuan 1 st Gong Ye Yuan No. 7 Area 3 Floor 1 Room 176 Shanghai, China
Representative:	Barry Leung (Always)
Board Members:	1 ADK Board Member (Chiyoaki Kato), 2 Always Board Members (Cai Hua, Barry Leung) Always’ General Manager (Alick Ying)

“Always” Overview

Name: Always (Shanghai) Marketing Service Co.,Ltd. (English)
上海奧維思市場營銷服務有限公司 (Chinese)

Always was established in 1999 and became a member of the WPP Group in 2006. Always continues to grow as one of the largest field marketing companies in China to support in-store sales promotions. In China, Always has central offices in 5 major cities, branches in 120 other cities and a nationwide support network that covers over 600 cities.

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