

August 13, 2013

ASATSU-DK INC.

ADK Launch Joint Venture in Yangon, Myanmar

ASATSU-DK INC.(President & Group CEO:Shinichi Ueno, Head Office:Chuo-ku, Tokyo, hereinafter “ADK”) and HINTHAR MEDIA CORPORATION(CEO:Min Banyar San, Head Office:Yangon, Myanmar) under Kaung Htet Group have reached the basic agreement to jointly establish “ADK KH Myanmar”(tentative name) in July 2013.

“ADK KH Myanmar” will be established by joint investment with 70% by ADK (ADK Tokyo 60% and DIK Thailand 10%) and 30% by HINTHAR MEDIA CORPORATION with the aim of starting operation in September 2013. The joint venture company will offer a wide range of communication services to Japanese companies which are now rushing to Myanmar, while at the same time providing supports for Japanese firms which are currently looking for opportunities to make inroads into the newly opened country. To realize that, the joint venture initiative will fully leverage HINTHAR MEDIA CORPORATION’s insight and knowledge about local businesses such as distribution and retail. Furthermore, the JV intends to develop new media and content businesses aiming to contribute the expansion of a communication industry in Myanmar.

Myanmar’s advertising market is expected to blossom rapidly. With the launch of the JV which combines ADK’s world-class marketing technologies and HINTHAR MEDIA CORPORATION and Kaung Htet Group’s creative and media buying functionalities, know-hows of the local distribution/retail industry as well as strong networks with the country’s political and economic communities, we will be able to offer comprehensive services to meet the needs of Japanese companies on the way to Myanmar.

< Profile of ADK KH Myanmar >

Name:ADK KH Myanmar CO., LTD.*tentative name

Establishment:September 2013 (plan)

Address:No.222, Second Floor, Sule Pagoda Road, Kyauktada Township Yangon, Myanmar

Capital fund:JPN63.0 million

Capital participation:ADK70%(ADK Tokyo 60%, DIK Thailand 10%), HINTHAR MEDIA CORPORATION 30%

Representative: KAJI, Motoki (ADK)

<Profile of HINTHAR MEDIA >

Name: HINTHAR MEDIA CORPORATION CO., LTD.

* HINTHAR MEDIA CORPORATION CO.,LTD. is the advertising agency belonging to Kaung Htet Group (Representative: Min Banyar San), headquartered in Yangon, Myanmar, which is running wide range of business such as manufacturing, trading, distribution, IT, TV program production, in not only Myanmar, but also China, Singapore, Cambodia, etc.

Establishment: July 20, 2010

Address: No.37, Shwe Padauk Housing, Bayint Naung Road, Kamayut Tsp., Yangon, Myanmar

Capital fund: \$1,238,981(as of December 31, 2012)

CEO: Min Banyar San

Contact:

Kaori Nakajima

Office of Corporate Communications

ASATSU-DK INC.

Tel: +81-3-3547-2003

Email: adkpr@adk.jp