

June 30, 2014

Shinichi Ueno
President and Group CEO
ASATSU-DK INC.
Securities code: 9747

**ADK Established a New Company to Support Advertising and Promotion Activities
with the Proprietary Database which Capture Consumers' Actions and Insights**

ADK (Registered name; ASATSU-DK INC., President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) announces that it has established a new subsidiary named Axival in the field of marketing and consulting. The company begins the services today.

1. Objectives of establishing a new subsidiary

ADK has founded a new subsidiary named Axival Inc. as one of the means to embody “the Consumer Activation Company” that it is calling for. The company name of “Axival” was adopted with a hope that it will decipher target audiences’ Actions and Insights, leading to creating new Values.

In addition to the accumulated findings gained from ADK-initiated researches on consumer attitudes, values, living activities and media contacts, merging original purchase data and media contact log data of INTAGE Inc. (President & Representative Director; Noriaki Ishizuka, Head Office; Chiyoda-ku, Tokyo), we have built “3-D Database”, or the proprietary Axival database. This is unique combination of consumers’ attitude, purchase and media contacts. This data allows us to observe from the front-end to the back-end, in other words, the people with “what kind of thoughts”, “what did they see?”, “how did they feel?” and “what did they buy?”

Axival supports advertisers’ communication through following services based on the “3-D Database”.

2. Services to offer

- Real User Profiling

How realistically can we feel the target audience? This is what impacts from a product development to a communication design. Axival delivers a well-fleshed profiling report regularly including users’ features and characters, media contacts

and living actions in detailed and concrete manners.

- **Media Planning Support**

Leveraging the insights of media buying and planning in a variety of sectors, Axival advises how to use media to reach not only the demographic target, but the target identified based on purchase and attitude data more efficiently.

- **Advertising investment effect tracking**

Leveraging the ability to capture both media contacts and purchase data from the same audience, Axival enables to track changes over reached-target's purchase behavior and examine the effect of advertising spending.

- **Customer Clustering**

Applying the established technique to analyze consumers, Axival analyzes and clusters advertisers' customers, and offers a profile of consumers' attitude, purchase and media contacts. Axival is capable of drawing out integrated plans, that include from CRM to mass communication.

- **Marketing Communication Support**

Combining some of service menus upon customizing, Axival supports advertisers to craft marketing communication plans and prepare presentation to advertising agencies.

Axival also promotes experiments of DMP (Data Management Platform) utilizing "attitudes and values" based on the know-hows of long-engaged consumer analysis.

3. About Axival

| | | |
|------------------------|---------------------------------------------------------------|--------------------------------------------------------------------------------------|
| Brand Name: | Axival Inc. |  |
| Location: | 3-15-12 Nishi Shimbashi, Minato-ku, Tokyo | |
| Representative: | Yoichi Numata | |
| Capital: | 75 million yen | |
| Fiscal Period: | January – December | |
| Shareholder Structure: | ADK: 100% | |
| Business Line: | Marketing and consulting | |
| Beginning of Services | June 30, 2014 *The company was registered on May 23 | |
| Website: | http://www.axival.co.jp | |

4. Profile of Yoichi Numata

Joined ASATSU Inc. (the predecessor of ADK) in 1988. Numata was initially deployed to Magazine Division and worked with one of the major publishing companies. He built the proprietary magazine database when he was there. In 1994, Numata initiated the Media Planning Department, undertaking a broader span of media planning and central media buying work for foreign-affiliated clients. He was then transferred to R&D Division, where he developed the media planning support system and one-of-a-kind consumer research method. He was involved in planning at a level of practice while researched and developed planning methods and planning systems with the aim of fusing digital and mass media.

He served as the main editor and writer for a book titled “MEDIA PLANNING NAVIGATION” published by Senden Kaigi in February, 2014. The book approaches how mass media-centered media planning should be from a completely different perspective.

<http://www.sendenkaigi.com/books/media/2188>

Contact

Kaori Nakajima

Office of Corporate Communications

ASATSU-DK INC.

Telephone: +81-3-6830-3855

E-mail: adkpr@adk.jp