

May 25, 2015

Shinichi Ueno
President and Group CEO
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Securities code: 9747

**ADK Singapore's "Pocari Sweat 'Run' away Success Story"
has won Gold and Silver at the Effie Singapore Awards 2015.
Single creative feat achieved by a Japanese agency**

We are proud to announce that the "Pocari Sweat's 'Run' away Success Story" has won Gold in the Media Idea category and Silver in the Beverage/Non-alcoholic category at the Effie Singapore Awards 2015, a campaign driven by ASATSU-DK Singapore Pte. Ltd., which is an overseas subsidiary of ADK (Registered name; ASATSU-DK INC., Minato-ku Tokyo, President & Group CEO: Shinichi Ueno)

The Effie Awards is one of the internationally recognized marketing communications award to honor and celebrate effective marketing campaigns. Effie started in 1968 in the United States and today there are 42 national programs, and 6 regional programs in Asia Pacific, Europe, Latin America, North America and the Middle East/North Africa and Global Effie Awards. This particular campaign received the national award at the Singapore Effie.

The details of the awards given are as follows;

<Gold>

●Media Idea Category

Advertiser:Pocari Sweat Singapore

Title:Pocari Sweat's 'Run' away Success Story

<Silver>

●Beverage/Non-alcoholic Category

Advertiser:Pocari Sweat Singapore

Title:Pocari Sweat's 'Run' away Success Story

Note: POCARI SWEAT is distributed in Singapore through P.T. Amerta Indah Otsuka, an Otsuka Pharmaceutical Co., Ltd.'s local distributor in Indonesia.

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