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## ADK CSV Report

ADK hosts workshops for children

### **ADK Global Workshop at Toranomon Hills**

ADK (Registered name: ASATSU-DK INC., President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) is pleased to announce that it hosts “ADK Global Workshop” for children in the atrium at the Toranomon Hills, where it is housed. With the aid of an intellectual picture book, gaining popularity both at home and abroad, the author of the book and ADK staff work together with children, helping them create original art works. The workshops take place in multiple languages of English, Japanese and Chinese.

ADK is increasingly working beyond the domain of the traditional advertising business, which is chiefly responsible for delivering advertisers’ messages through mass media and such. It now aims to contribute to clients’ results more directly as a leading “Consumer Activation Company” which inspires consumers to take more specific actions. We then have broadened our strategy to direct consumers’ way of life and awareness toward better directions by harnessing ideas and skills we have accumulated, and create values together with communities around us. We believe this is a social contribution commensurate with a responsible communication service company.

Content business is a characteristic feature of ADK which marks the 60<sup>th</sup> anniversary in 2016. Since “Eight Man”, first aired in 1963, we have engaged in

planning and creation of many TV animated programs as well as all kinds of sales and promotion activities leveraging anime characters. ADK has a half-century history of creating an anime age with children in each generation. For this reason, we believe we can assist the development of children and their creative ability. After all, it is they who will shape the future,

The initial idea of “ADK Global Workshop”, one of “Kids Workshop” events to be taken place at Toranomom Hills during the summer break this year, came from an art experiment program with “Alphapet”, an intellectual picture book created by Ms. Shiho Ishikawa, an ADK employee. You can create a variety of animals starting with a capital letter of A-to-Z by coloring and pulling them into shape. The workshop is designed for children to develop familiarity with foreign languages, with the support of ADK Global staff who use English and/or Chinese in day-to-day work, while engaging in creative activities.

ADK already introduced some programs in the past such as “Work experience for junior high students”, “Children’s visiting day” for the employees’ families. We will expand our activities to help the development of children through creativity only an advertising company can provide along with language skills.

## 【Outline of ADK Global Workshop】

Date & Time: August 17, 2016, Wednesday, starting at 10:00 and 14:00 (two sessions)

Venue: Toranomom Hills atrium

Content: Workshop to create art works by using “Alphapet”, and intellectual picture book

Age: 5-12 years old (Need to be accompanied by an adult)

Capacity: 15 (total 30)

Inquiry: [adkpr@adk.jp](mailto:adkpr@adk.jp)

## 【About “Alphapet”】

Fold an alphabet-shaped paper along the dotted lines, then, it turns into an animal with the capital letter you have just folded. You will have all 26 animals from A to

Z. This is unique fusion of alphabets (English) and Origami art of folding paper (Japan). It is widely known that “thinking while using hands and fingers is beneficial for the brain, especially children’s brain at the immature state of development”. This work gives children a pleasure of creating things by themselves and also learning English words. This is a perfect content which inspires children’s artistic sense by making them indulged in learning language while playing, enjoying colors and shapes, folding and turning to different shapes.

“Alphapet” is now available in five languages of English, French, Spanish, Catalan and Thai in addition to Japanese. “Alphapet” Workshops have been taken place in a number of museums, libraries, elementary schools here and abroad. Also used in a variety of advertisements.



(Above: Photos taken at workshops in different countries)

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