Office of Corporate Communications
1-23-1 Toranomon, Minato-ku, Tokyo, 105-6312, Japan
Tel +81-3-6830-3855 Fax +81-3-5253-6456 www.adk.jp



July 25, 2019

ADK Taiwan ranks #3 Ad Agency in Campaign Brief's The Work 2019 with 19 Ads Featured in The Work Gallery

ADK Group is pleased to announce that ADK Taiwan ranks #3 Ad Agency in Campaign Brief's The Work 2019. For the past 17 years, Campaign Brief has been compiling ads from Asia, Australia, and New Zealand and displaying only the best in a gallery it calls The Work. According to Campaign Brief, in 2018, it received 2,788 entries and accepted 19 from ADK Taiwan, 23 from Ogilvy Group Thailand, and 21 from The Monkeys Sydney, making ADK Taiwan the #3 agency in terms of ad acceptance.

Below are 7 of ADK Taiwan's 19 accepted entries.

| 1. | Client: 7-ELEVEN Taiwan Product/Brand: CITY CAF https://youtu.be/hdT5cuiXoIQ | Chrystales DAYS any black for DAYS 2.9 (2) (2) (2) (2) (2) (2) (2) (2) (2) (2) |
|----|---|--|
| 2. | Client: Uni President Product/Brand: Uni Noodle https://www.youtube.com/playlist?list=PLTp8cN2ojT7_fl6g RB6LMpjHg4QfK3mUv | The Original Flavour 1/2 |
| 3. | Client: ACER Product/Brand: ACER/SWIFT LAPTOP https://www.youtube.com/playlist?list=PLTp8cN2ojT78- pDdN4Ufp-sOnPCF8s-QN | Swift in Break Away Swift in Break Away Swift in Growth Break Away Swift in Break Away |
| 4. | Client: KGI Bank Product/Brand:Flexible Cash Card https://www.youtube.com/playlist?list=PLTp8cN2ojT7_9Nn cPE90gUojFSL8LNGMq | "Come to Us First" |

ADK Holdings Inc.

NEWS RELEASE

Office of Corporate Communications 1-23-1 Toranomon, Minato-ku, Tokyo, 105-6312, Japan Tel +81-3-6830-3855 Fax +81-3-5253-6456 www.adk.jp



| 5. | Client: 7-ELEVEN Taiwan Product/Brand: 7-ELEVEN CSR https://youtu.be/XGBtt2B0iJg | THE STATE OF THE S |
|----|--|--|
| 6. | Client: Taiwan 4A Creative Awards Product/Brand: Taiwan 4A Creative Awards | |
| 7. | Client: 7-ELEVEN Taiwan Product/Brand: CITY CAFE https://youtu.be/NONfMucZtVs | SAVOR WHILE IT LASTS |

*Unlike other advertising award programs, ads may be submitted to The Work free of charge, but to qualify for acceptance, ads must pass a test and must have either been a finalist or a winner of a major advertising award. Entry closes annually in April, and works deemed exceptional by the judging panel are displayed in The Work Gallery.

https://thework.awardsplatform.com/gallery/vnYOljBb?keywords=&chapter=7163&category=&pKxQZQvA=&xpVv JvEp=ADK+Taiwan&zyEmKDjy

Contact: Kaori Nakajima or Yuri Hirao
Office of Corporate Communications
ADK Holdings Inc.

Email: adkpr@adk.jp

Tel: +81-3-6830-3855