

April 18, 2015

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

The announcement of the loss of the founder

ASATSU-DK INC. announces with considerable sorrow that Mr. Masao Inagaki, the founder of ADK, passed away at 11:47, Thursday, April 16, 2015.

We would sincerely appreciate your loyalty and kindness you extended to him throughout his career.

The late Inagaki's footsteps

Name	Masao Inagaki
Date of birth	October 27, 1922 (Age92)
Date of death	April 16, 2015
<Biography>	
1956.03	Found Asatsu Inc.
1956.05	Representative Director and President of Asatsu Inc.
1992.03	Representative Director and Chairman of Asatsu Inc.
1993.02	Representative Director, Chairman and President of Asatsu Inc.
1996.03	Representative Director and Chairman of Asatsu Inc.
1999.01	Asatsu Inc. merged with Dai-ichi Kikaku Co., Ltd. The corporate name was changed to ASATSU-DK INC. Representative Director and Chairman of ASATSU-DK INC.
2010.03	Representative Director, Founder of ASATSU-DK INC.
2011.03	Advisor and Founder of ASATSU-DK INC.
<Awards>	
1984.05	Yoshida Hideo Memorial Award

1986.07	Japan Advertising Award (Yoshida Award)
1990.11	Medal with Blue Ribbon
1997.11	The Third Order of Merit with the Order of the Sacred Treasure
2008.01	Ordre des Arts et des Lettres

※ Please note that the wake and funeral will be conducted by the close family alone.

※ ADK is arranging a special gathering to commemorate the late Inagaki at a later date.

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About Masao Inagaki

Born in Aichi Prefecture, Japan, in 1922. Entered the Ministry of Foreign Affairs of Japan after graduating the Foreign Service Training Institute. In 1956, he founded ASATSU Inc., an advertising agency, with only three associates. The company ramped up magazine advertising that led to a robust performance and a rapid growth. In 1973, the company was ranked in the top 10 of the advertising agency in Japan and in 1997 it became the third-ranked agency in Japan.

In 1963, the company initiated a way of planning and buying up the whole advertising slots of domestically-created television animated programs, which were scarcely available at that time. The company boldly forged ahead with promotional activities using anime characters as a content business pioneer.

He was well-versed in Chinese culture and history, and built an extended network in China. He was a trailblazer to pave the way for Japanese agencies to enter the Chinese market.

Not limited to just China, he turned his eyes to global market early on. In 1984, he signed the agreement on business and capital tie-up with BBDO in the US. After the termination of

this alliance, in 1998, ASATSU Inc. forged a business and capital partnership with WPP group in the UK.

In 1987, ASATSU Inc. became the first advertising agency to get listed to the second section of Tokyo Stock Exchange, then to the first section in 1990. His lifetime achievements and contributions to the advertising industry were widely recognized. He was awarded with Medal with the Blue Ribbon in 1990 and The Third Order of Merit with the Order of the Sacred Treasure in 1997.