



March 12, 2014

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

ADK wins the Gold in Film Lotus Award at the 17th Asia Pacific Advertising Festival (ADFEST 2014)

ASATSU-DK Inc. (President & Group CEO; Shinichi Ueno, Head Office; Chuo-ku, Tokyo, hereinafter "ADK") announces that it won the Film Lotus Gold, the Film Craft Lotus Bronze and three Finalist awards.

In addition to that, we are proud to announce that United-Asatsu International (hereinafter "ADK Taiwan"), a subsidiary of ADK, won the Film Lotus Bronze, the Print Craft Lotus Bronze as well as one Finalist award.

The details of the awards given are as follows;

【ADK】

<Gold>

Film Lotus (Best Of Cars)

Advertiser : Fuji Heavy Industries Ltd. (SUBARU) / EyeSight™

Title "minicar light stream"

<Bronze>

Film Craft Lotus (Production Design)

Advertiser : Fuji Heavy Industries Ltd. (SUBARU) / EyeSight™

Title : "minicar light stream"

< Finalist >

Design Lotus (Self-Promotion)

Advertiser : Sumitomo 3M Limited

Title : Scotch® “Paper Craft Search Engine”

Interactive Lotus (Best Consumer Website)

Advertiser : Sumitomo 3M Limited

Title : Scotch® “Paper Craft Search Engine”

Promo Lotus (Best Use Of Other Digital Media)

Advertiser : Matsuyama City

Title : “Animated City”

【ADK Taiwan】

< Bronze >

Film Lotus (Best Of NON-ALCOHOLIC BEVERAGES)

Advertiser : Bomy Vegetable Juice

Title : The Flames Of War

Print Craft Lotus (Best Use of Illustration)

Advertiser : HOHOAD Large Scale Outdoor Media

Title : Along The River During The Qingming Festival

< Finalist >

Film Craft Lotus (Directing)

Advertiser : Bomy Vegetable Juice

Title : Imminent Danger Series “The Flames Of War & Bomb Disposal”

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