

February 2, 2015

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

**ADK Ties Up with adflex communications and
Set Up Joint Project To Grow Direct Business**

ADK (Registered name; ASATSU-DK INC., President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) announces that it has concluded a joint venture contract with adflex communications, inc.(President; Tatsuro Adachi, Head Office; Minato-ku, Tokyo, hereinafter “adflex”) to exploit business opportunity in the field of direct marketing.

1. Objective

As previously announced, ADK advocates “Consumer Activation Company”, as envisaged in the mid-term business plan and VISION 2020. This is a concept in which we propose solutions to activate consumers to take concrete actions, and directly link to clients’ sales. Since May 2014, when we formed a subsidiary called Axival Inc., we have developed the infrastructure by building “3-D database” combined ADK-accumulated consumer attitudes’ data with purchase and media contact data stored by Intage Inc.

On the other hand, adflex works for the cause of “For your success” in a quest for clients’ business success in the field of direct marketing. It has promoted enhanced structure to offer and realize solutions that lead directly to results.

We are pleased to announce that we agreed to start a joint project with adflex, which allow us to leverage ADK’s consumer attitudes data (3-D database and high accuracy profiling) and off-line communication (mainly media), combined with adflex’s digital solution capabilities, capitalizing on both parties’ strength.

We are now capable of analyzing processes leading to consumers purchase and advertising effect. Consequently we shall provide more effective “solutions that directly help clients sales improve” through new O2O communication in the field of direct marketing field.

ADK continues to expand consumer activation business and strives for enhancing services to our clients.

2. Outline of the joint project

Brand Name: textus
Office: Toranomom Hills Mori Tower
1-23-1 Toranomom, Minato-ku, Tokyo
Representative: Joint representation: Nobutaka Hikiji and Tadaomi Masumo
Established: January 1, 2015
Business Line: Offer and implement solutions in the field of direct marketing

Contact:
Kaori Nakajima
Office of Corporate Communications
TEL. +81-3-6830-3855
Email adkpr@adk.jp