

July 3, 2014

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

**ADK ties up with 1-10design, Inc.  
in the field of R&D to cultivate innovative ideas**  
Start up a collaborative project team named “NOIMAN” to initiate  
R&D, aiming to strengthen capabilities of digital innovation

## <!-- NOIMAN -->

ADK (Registered name; ASATSU-DK INC., President & Group CEO; Shinichi Ueno, Head Office; Minato-ku, Tokyo) announces that ADK and 1-10design, Inc. (President; Yoshiaki Sawabe, Head Office; Kyoto), an interactive studio, have started up a collaborative project team named “NOIMAN”. Two companies have reached a basic agreement on mutually participate in this project to research and develop innovative ideas exploiting creativity and digital technologies.

ADK sends three professionals to the project: Fumitaka Takano, a creative director of Communication Architect Division, who served as a judge at PROMO & ACTIVATION LIONS of the 61<sup>st</sup> Cannes Lions International Festival of Creativity, Tetsuya Umeda, one of the pair which became the first Team Japan to receive the gold medal in Young Lions PR Competition in Cannes this year, and Ryusuke Doi, a communication architect. 1-10design, a multiple award winner at the contest for the second consecutive year, also sends two; Hirokazu Matsushige, a digital producer, and Ken Watano, a planner. Team “NOIMAN” consisting of those five with creative flair initiated a full-scale operation on June 16 in a designated room located in the new ADK office.

1-10design, which digital technology-oriented creative is gathering attention from home and abroad, and ADK, which is strengthening idea developments and solution capabilities in digital, are so excited to expand the business in this collaborated project in years to come.

Mr. Shinichi Ueno, ADK's Group CEO and President, said "1-10design is an esteemed company and produced a highly acclaimed campaign with JWT in Asia. Creating a fusion of its technology-led ideas and creative plans and ADK's expertise, we will gain a better position to generate innovative ideas, and realize our goal, Consumer Activation.

"In Shanghai and Singapore 1-10design created the award-winning innovative campaign collaborated with JWT", said Mr. Yoshiaki Sawabe, President of 1-10design. He said, "Working together with ADK, also a part of WPP Group, we look forward to developing exciting and inspiring digital communication.

#### About 1-10design, Inc.

Company Name	: 1-10design, Inc.
Kyoto HQ	: COCON Karasuma 4th floor, 620 Suiginya-cho, Shijo-kudaru, Karasuma-dori, Shimogyo-ku, Kyoto-city, 600-8411
Tokyo Office	: Tennozu First Tower 24th floor, 2-2-4 Higashi Shinagawa, Shinagawa-ku, Tokyo, 140-002
Representative	: Yoshiaki Sawabe, Representative Director and President
Established	: November 2001
Capital	: 10 million yen
Employees	: 65

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