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

ASATSU-DK bolsters the structure to develop Cool Japan-related business

ASATSU-DK Inc. (President & Group CEO; Shinichi Ueno, Head Office; Chuo-ku, Tokyo, hereinafter “ADK”) announces that it will invest in Cool Japan Fund Inc., aiming to promote Cool Japan-related business. ADK will bolster cooperation with the government, enterprises and related organizations.

ASATSU Inc., the predecessor of ADK, initiated a TV animation business in 1963. Since then, even after the name was changed, we have engaged in producing and developing many popular animation programs. For a half century, we have also accumulated insights about animation character business and kids market, made inroads into Asian and other overseas markets. Content business has become one of ADK’s major strengths.

While making investment in the Fund, we plan to establish the designated structure to ensure a more proactive participation in its related projects. That will allow us to engage in Cool Japan-associated business more directly, which is tasked with promoting Japanese culture industry and spurring content demand in overseas markets. ADK will facilitate overseas expansion of “Cool Japan Content” in the field of entertainment with a focus on animation business, in which we have a profound achievement and expertise. In this way, we will certainly help Japanese firms boost demand overseas.

To that end, ADK will set up “ADK-Cool Japan Promotion Office” within ADK-Tokyo. Collaborating with Global Content Business Promotion Office, started up in January 2014 and already went live, we will solidify the framework of this initiative. We will also deepen relationship with DAISUKI Inc.^(*)

^(*) DAISUKI Inc. was established in February, 2013 by ADK and six other investors including a leading animation production firm. It is a website platform, delivering animation videos and selling character goods targeted overseas fans.

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