

May 1st, 2014

Shinichi Ueno
President and Group CEO
ASATSU-DK INC.
(TSE 1st Code: 9747)

Rob Sherlock to join ASATSU-DK As Worldwide Executive Creative Director

ASATSU-DK INC. (head office: Chuo-ku, Tokyo; President: Shinichi Ueno; hereinafter referred to as "ADK") is pleased to announce that Mr. Rob Sherlock, well-known global creative director, will join ASATSU-DK as its' first Worldwide Executive Creative Director, with the main focus on the overseas market.

Rob, who previously worked as Chief Creative Officer of Draftfcb in Asia and America for **12** years, will take on responsibility for all of ADK's creative work throughout its network of global offices. At ADK, Rob will lead overall agency creative evolution, while supporting ADK's global expansion plans, especially in the Asian region.

Starting from May 1st, Rob will be based at ADK's Singapore office while spending time working with the individual offices, including ADK's Tokyo headquarters.

<Rob Sherlock Profile>

Rob is a globally experienced leader in advertising and creativity, focused on transformation, collaboration and growth. He's an avid self-innovator and seriously fascinated by what's next.

He was Regional Creative Director of FCB Asia Pacific, moving on to become Chief Creative Officer of Draftfcb Chicago in 2007, leading the 1300 person office through 3 years of unprecedented growth.

Past global board member of FCB and founder and partner of the design-based lifestyle brand Benares, Rob has also been jury chairman, judge, winner and presenter at most industry creative festivals including Cannes, One Show, Spikes, ADFEST, Cristal,

and Kam Fan. He is past chairman of the Hong Kong 4As Creative Committee and Chicago Creative Circle.

Rob's background of global creative success will be a positive element in ADK's continued growth.

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