

13 July 2020

**ADK Connect Singapore starts with New Name  
Establishment for Consolidated Subsidiary  
and  
Appointment of CEO**

ADK Holdings Inc. (Headquarters: Minato-ku, Tokyo, CEO: Shinichi Ueno, hereinafter ADK), has changed the name of its consolidated subsidiary in Singapore, established new company in Indonesia and appointed a new CEO and Managing Director on July, 2020.

- Objective of the change of name, establishment of company and appointment of CEO and Managing Director

As a regional hub in South East Asia providing fully integrated end-to-end digital solutions, ADK has launched ADK CONNECT in January 2020 as a service brand that will amplify DTC\* solutions, offering sharper creative, planning, performance media, data insights and strategic communications for global operations. To communicate this elevation of our capabilities, the name of the consolidated subsidiary in Singapore has been changed to ADK CONNECT, and a new company has been established in Indonesia.

In addition, a key growth priority for ADK CONNECT for the new CEO and Managing Director, will be to scale the digital transformation across ADK's global operations.

Furthermore, to strengthen the collaboration with the neighbouring local operations in Malaysia, the new CEO and Managing Director will also hold the post for these companies.

- Change of name of consolidated subsidiary (as of July 1, 2020) and establishment of new company (as of July 9, 2020)

City	New Name of Company	Current Name of Company
Singapore	ADK Connect Singapore Pte. Ltd.	Asatsu-DK Singapore Pte. Ltd.
Indonesia	PT. ADK Connect Emotions Indonesia	(new company)

- Appointment of CEO and Managing Director for Consolidated Subsidiary (as of July 1, 2020)

# NEWS RELEASE

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Name	Position	Company Name
Takayuki Osaki	CEO	ADK Connect Singapore Pte. Ltd.
Takeshi Nishio	Managing Director / COO	PT. ADK Connect Emotions Indonesia Asatsu-DK Malaysia Sdn. Bhd.

\* DTC =Direct to Consumer

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