

FOR IMMEDIATE RELEASE

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## **Dentsu Announces Its Participation in Anime Festival Asia Singapore 2014**

*–The more than 80,000 visitors expected will contribute to the promotion of “Cool Japan”–*

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that following its investment in last year’s event, the Company will invest in Anime Festival Asia Singapore 2014, a Japanese pop culture event which will be held in Singapore from December 5 to 7. At this event, which as a source of Japanese content drew more than 85,000 people last year, Dentsu will leverage its know-how, relationships and global network to further the transmission of Japanese culture and contribute to increasing the presence of content providers and other Japanese companies in the region.

Anime Festival Asia (AFA) was first held in 2008, and Dentsu Singapore has played an active role in all the events to date, implementing screenings of the latest anime, talk shows featuring voice actors, concerts by Japanese pop idols as well as fashion shows and other events designed to capture the insights of young people. Local promotional activities that utilize leading-edge digital technology have increased the number of visitors year by year, and AFA has developed into one of the largest Japanese pop culture festivals in Southeast Asia.

This year, a partnership was formed between AFA and Anime Japan, Japan’s largest anime event, to enable the two organizations to set up booths and hold stage performances at each other’s event. Dentsu will work together with SOZO Pte Ltd (Executive Director: Shawn Chin; Head Office: Singapore), the AFA brand owner which introduces Japanese pop culture and content to the local market, and Zepp Live Entertainment Inc. (President: Keiji Sugimoto; Head Office: Tokyo), an entertainment planning and production company, to further enhance the value of the event.

In November last year, Dentsu began the company-wide “Team Cool Japan” project in order to strengthen support for Cool Japan-related business. Through its participation in AFA as one of the project’s activities, Team Cool Japan will strive to increase the number of tourists to Japan, encourage the expansion of content providers and other Japanese companies into Southeast

Asia, and create opportunities for local test marketing and youth-oriented communication.

**Anime Festival Asia Singapore 2014**

Dates: December 5 to 7, 2014

Venue: Suntec International Convention & Exhibition Centre, Singapore

Organizers: SOZO, Dentsu and Zepp Live Entertainment

Configuration: **Exhibition Area** (merchandise booths); **Stage Events** (cosplay and other contests as well as guest appearances and screening of the latest anime; **Concert Events** (Southeast Asia's largest live J-POP performance collaborations)

Event URL: <http://www.animefestival.asia>

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