

FOR IMMEDIATE RELEASE

November 16, 2015

Dentsu Announces Its Participation in Anime Festival Asia Singapore 2015

*–The more than 90,000 visitors are expected to disseminate Japanese culture
and enhance the presence of Japanese companies in Singapore–*

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 2015, a Japanese pop culture event which will be held in Singapore from November 27 to 29. At this event, which as a source of Japanese content drew more than 90,000 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. In addition, Dentsu will collaborate with online art communication service provider pixiv Inc. (Head Office: Tokyo; CEO: Takanori Katagiri) to raise awareness of the event and keep visitors engaged through PR and SNS marketing activities featuring the creative idol group "Nijicon (Niji no Conquistador)" produced by pixiv.

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. Promotional activities that utilize leading-edge local and Japanese 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.

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 2013, 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, Dentsu will strive to increase the number of tourists to Japan, encourage the expansion of Japanese companies and Japanese content into Southeast Asia, and create opportunities for local test marketing and youth-oriented communication.



Anime Festival Asia Singapore 2015

Dates: November 27 to 29, 2015

Venue: Suntec Singapore Convention & Exhibition Centre

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>

#####

Contact: Shusaku Kannan
Corporate Communications Director
Telephone: (813) 6216-8042
E-mail: s.kannan@dentsu.co.jp