

October 30, 2014

BANDAI NAMCO, ADK, and Aniplex establish Anime Consortium Japan Inc. (ACJ)

The new company will develop the platform for overseas internet streaming and e-commerce business for official Japanese anime content.

It is slated to commence the business on a full scale in April 2015 with fund injected by COOL JAPAN FUND.

BANDAI NAMCO Holdings Inc.

ASATSU-DK Inc.

Aniplex Inc.

BANDAI NAMCO Holdings Inc. (Head Office: Shinagawa-ku, Tokyo, President and CEO, Representative Director: Shukuo Ishikawa), ASATSU-DK INC. (ADK, Head Office: Minato-ku, Tokyo, President & Group CEO: Shinichi Ueno), and Aniplex Inc. (Head Office: Chiyoda-ku, Tokyo, President: Masuo Ueda) announce that they will jointly establish a new company called Anime Consortium Japan Inc. (hereinafter, "ACJ") on November 7, 2014. The new company is designed to develop the platform that will provide streaming service of official Japanese anime content and operate e-commerce site to offer anime character-related goods to overseas fans.

Upon establishment, it will merge DAISUKI Inc. (Head Office: Shibuya-ku, Tokyo, Representative Director & President: Kunihiko Shibata), a provider of Japanese anime content streaming service, into its framework. Subsequently, Cool Japan Fund Inc. (Head Office: Minato-ku, Tokyo, CEO: Nobuyuki Ota) will take part in the consortium by injecting capital. With key players of Japanese anime business, ACJ will distribute anime content, which is one of Japan's "cool" culture toward international audience. It will fully operate the business in April 2015.

The newly establishing platform is able to deliver official and brand new Japanese anime titles in several translated languages in the form of "simulcast distribution" (which is the way that distributes programs in Japan and abroad at the same time) as well as content that was already aired in the past. Furthermore, it will operate e-commerce site to sell anime

character-related goods and digital content. With the aid of Cool Japan Fund, it will be well positioned to provide Japanese anime content culture to international markets while growing the anime fan base.

Profile of the new company

As of November 2014 at the time the company is established (a tentative plan)

<Name> Anime Consortium Japan Inc.

<Location> Shinagawa-ku, Tokyo

<Representative> Shin Unozawa (he will concurrently serve the post along with
Executive Vice President & Representative Director at BANDAI NAMCO Games Inc.)

<Establishment> November 7, 2014 (tentative plan)

<Capital> 500 million yen

As of the end of December 2014 (a tentative plan)

* After DAISUKI Inc. has merged into ACJ, followed by Cool Japan Fund's financial participation.

<Shareholders>

BANDAI NAMCO Holdings Inc.

Cool Japan Fund Inc.

ASATSU-DK Inc.

Aniplex Inc.

TOEI ANIMATION Co., Ltd.

SUNRISE Inc.

TMS ENTERTAINMENTCO.LTD

NIHON AD SYSTEMS, INC. (NAS)

DENTSU INC.

###