

Press Release

Cool Japan Fund Inc.
Tokyo, October 30, 2014

Investing in consortium of creating and distributing Japan-style entertainment content throughout Asia

Cool Japan Fund today announced the decision to invest 1 billion yen in the project of creating and distributing Japanese entertainment content throughout Asia, operated by a consortium consisting of Yoshimoto Kogyo Co., Ltd. (Yoshimoto), Dentsu Inc. (Dentsu), Dwango Co.,Ltd. (Dwango), Sony Music Entertainment (Japan) Inc. (SMEJ), the Jikei Group of Colleges (Jikei Group), and Aeon Mall Co. Ltd. (Aeon Mall).

Through this project, Cool Japan Fund aims to increase demand for qualified Japanese entertainment content and cultivate a broader fan base for Japan. At the same time, the project seeks to promote Japanese-made products in overseas markets and to expand demand for the fine products and services created by Japanese companies.

In Asian countries where they experience rapid economic growth, the consumers' lifestyle and consumption style are getting diversified, resulting more needs for entertainment content.

By integrating the knowledge and experience of each consortium member, a new company called MCIP Holdings Co., Ltd. will produce and distribute Japanese entertainment content in response to local demand, starting from Taiwan, Thailand, Indonesia and Vietnam, and gradually expanding throughout Asia. Cool Japan Fund has decided to invest 1 billion yen into this initiative.

The core of the entertainment content will not be only Japanese unique pop culture trends such as idols and girl's culture, but also food, traditional culture, and traditional crafts that represents "Cool Japan". The content will be tailored to each country, and delivered through multimedia based upon the characteristics of that content.

The new company will engage in businesses such as producing TV programs with local media, organizing events, live shows, auditions, and digital media development, with leveraging interactive media such as SNS and video streaming sites. Through the businesses, this project aims to introduce Japanese products, services and lifestyle among the people in Asia. The project also intends to increase the fan base for Japanese content, and to contribute to an increase in foreign visitors to Japan.

At the same time, by collaborating with Japanese companies as sponsors for the TV programs and events as well as co-developing content-related products, the project also aims to induce wider influence towards Japanese industry. The project also seeks to enrich entertainment industry in Asian countries through activities such as entertainment-related human resources development.

Through this project, Cool Japan Fund aims to increase presence of Japan in the Asian markets using the influence of Japanese entertainment content, and to expand demand for the fine products and services created by Japanese companies.

[About Yoshimoto Kogyo Co., Ltd.]

Established: April, 1912

Business description: Planning, production and sales of TV & radio, video, commercials and other video products

Location of Head Office: Chuo-ku, Osaka

Representative Director & President: Hiroshi Ohsaki

[About Dentsu Inc.]

Established: July, 1901

Business description: Offers integrated communication design solutions, management & operational consulting, etc.

Location of Head Office: Minato-ku, Tokyo

Representative Director: Tadashi Ishii

Website: <http://www.dentsu.com/>

[About Dwango Co., Ltd.]

Established: August, 1997

Business description: Network entertainment content and systems planning, development, operation, support, consulting

Location of Head Office: Chuo-ku, Tokyo

President: Takashi Araki

Website: <http://info.dwango.co.jp/english/>

[About Sony Music Entertainment (Japan) Inc.]

Established: April, 2003

Business description: Planning and production of music and video content, etc.

Location of Head Office: Chiyoda-ku, Tokyo

Representative Director: Naoki Kitagawa

Website: <https://www.sme.co.jp/eng/>

[About the Jikei Group of Colleges]

Established: January, 1990

Business description: Support of operations of schools in the Jikei Group of Colleges

Location of Head Office: Chuo-ku, Osaka

Representative Director & President: Munekatsu Terada

Website: <http://en.jikeigroup.net/>

[About Aeon Mall Co. Ltd.]

Established: November, 1911

Business description: Large-scale regional development and development and operation of shopping malls; real estate, rental agents

Location of Head Office: Mihama-ku, Chiba-shi, Chiba

President and CEO: Soichi Okazaki

Website: <http://www.aeonmall.com/en/>

[About the Cool Japan Fund Inc.]

Location of Head Office: Minato-ku, Tokyo

CEO: Nobuyuki Ota

Cool Japan Fund was founded in November 2013 as a public-private fund under law with the aim of supporting and promoting the development of demand overseas for excellent Japanese products and services. Cool Japan Fund aims to commercialize the “Cool Japan” and increase overseas demand by providing risk capital for businesses across a variety of areas, including Media & Content, Food & Services, and Fashion & Lifestyle. (Website: <http://www.cj-fund.co.jp/en/>)

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