



## NEWS RELEASE

### Hakuhodo DY Media Partners Hands Over Entertainment Business Functions

As of today's date, Hakuhodo DY Media Partners is handing over its entertainment business functions, including movie, anime, and other film production work as well as artist management services to its subsidiary Hakuhodo DY Music & Pictures. (Both Hakuhodo DY Media Partners and Hakuhodo DY Music & Pictures are headquartered in Minato-ku, Tokyo. The former operates under President and CEO, Hisao Omori, while the latter is headed by President Yoshikuni Murata.)

Operating under its corporate vision of serving as *the force behind media design*, Hakuhodo DY Media Partners, has focused heavily on the entertainment business in the past, acting in partnership with media companies and content holders alike.

In 2007, the Hakuhodo group enhanced its functionality in the film production sector for live-action films, anime, and more by adding Showgate\* to its family of companies.

With the digitization of the media environment in recent years, *sei-katsu-sha* are interacting with information in drastically different ways, and businesses need to be constantly setting up new content and communication opportunities. This functional handover will consolidate our management resources and speed up the decision-making process, allowing us to move forward with designing innovative content and communication opportunities while lending greater efficacy and efficiency to our content business activities than ever before.

By breathing fresh life into our content business, we will be able to continue offering even higher quality entertainment to *sei-katsu-sha* as well as to our media company and content holder partners.

\*The Showgate company will take the name Hakuhodo DY Music & Pictures as of today's date

#### Hakuhodo DY Music & Pictures: Company facts

President and Representative Director: Yoshikuni Murata

Address: S-GATE Akasaka, 6-2-4 Akasaka, Minato-ku, Tokyo

Capital: JPY 490 million

Employees: 75 (as of October 1, 2015)

Business activities: Live-action film (planning, production, and management; distribution and advertising; sales of broadcasting and distribution rights; overseas licensing), anime (planning, production, and management; distribution and event screenings; sales of broadcasting and distribution rights, overseas licensing), Blu-ray and DVD sales of film content (both live-action and anime), event screenings, social gaming design and production, artist management services, copyright management for various production properties in the events and promotions sector, commercialization and marketing services, and more

#### ■ For more information, contact:

Hakuhodo DY Media Partners

Public Relations Group c/o Yamasaki TEL: +81-3-6441-9347