

December 20, 2013

The Asahi Shimbun Company
Hakuhodo DY Media Partners
Hakuhodo Incorporated

Wearable Tech EXPO in Tokyo 2014 Gets Green Light
– Conference originating in US dedicated to wearable technology to be held in
Japan for the first time –

The Asahi Shimbun Company Ltd., Hakuhodo DY Media Partners Incorporated (HDYMP) and Hakuhodo Incorporated have decided to host Wearable Tech Expo Tokyo 2014 at Tokyo Midtown on March 25 and 26, 2014. The event will be a Japan version of the conference dedicated to wearable technology established by the US firm Technology Marketing Corporation and will be the first Wearable Tech Expo to be held in Japan. The Asahi Shimbun Company is based in Chuo-ku, Tokyo and is headed by CEO and President Tadakazu Kimura. HDYMP is based in Minato-ku, Tokyo and is headed by CEO and President Hisao Omori. Hakuhodo Incorporated is based in Minato-ku, Tokyo and is headed by President and CEO Hirokazu Toda.

The conference covers the latest trends of and future outlook for key players in the wearable technology industry both in Japan and overseas for head mounts and smart watches as well as healthcare, fitness, automotive, fashion, and more. In addition, many of the latest devices will be on display.

In June 2013, Asahi Shimbun established Media Lab, a new organization designed to create new business opportunities amid the drastically changing media business environment. Wearable Tech Expo in Tokyo 2014 showcasing new methods for transmitting information in the form of wearable devices is one experiment in the search for the ideal form for the newspapers of tomorrow.

What's more, HDYMP and Hakuhodo are both positioning themselves to take advantage of opportunities to create platform businesses and other new businesses by gaining even more expertise in the digital business field and strengthening their bonds with corporate partners. Likewise, our corporate partners in Japanese industry continue to innovate in their own way in the digital field while keeping in step with global standards, and for them the Expo will be an opportunity to build stronger business relationships with one another by developing wearable devices - one of the more promising themes of the near future - and promoting the development of wearable device content.

Event overview: *Schedule as of December 20, 2013

- Sponsors: Asahi Shimbun Company Media Lab, HDYMP Inc., Hakuhodo Inc.
- Date: March 25-26, 2014
- Location: Tokyo Midtown, 9-7-1 Akasaka, Minato-ku, Tokyo

- Expected visitors: device manufacturers, investors, enterprise developers
 - Admission fee: individual pass: 49,000 yen (early registration: 39,000 yen)
Group pass (up to four from same company): 160,000 yen (early registration: 125,000 yen)
- Official site: <http://wearable.asahi.com/> *Site updated as needed

About Wearable Tech EXPO

Wearable Tech EXPO is a conference-type event originating in the US dedicated to wearable technology established by the US company TMC. Two expos have been held so far, in New York City (July 2013) and Los Angeles (December 2013).

*For a look at Wearable Tech EXPO events held in the US, go to the Wearable Tech EXPO site:
<http://www.wearabletechworld.com/conference/newyork-2014/>

We will continuously release up-to-date announcements concerning corporate sponsors, program, and other event details.

■ For more information, contact:

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