

## **World's largest fighting game tournament EVO announced to be held in Japan ~ Signing of partner agreement with host of EVO and Actualization of "EVO Japan" ~**

Hearts United Group Co., Ltd. (hereinafter referred to as "Hearts United Group"), Shochiku Broadcasting Co., Ltd. (hereinafter referred to as "Shochiku BC") and Aetas, Inc. (hereinafter referred to as "Aetas"), subsidiary of Hearts United Group and affiliated company of Shochiku BC have signed a partnership agreement with SRKX Productions, LLC. (hereinafter referred to as "SRKX"), host of the world's largest fighting game tournament "Evolution Championship Series" (hereinafter referred to as "EVO") and will be holding Evolution Championship Series: Japan (hereinafter referred to as "EVO Japan").

EVO has been held for more than 20 years since 1995 in Las Vegas and is one of the largest fighting game tournaments where many powerhouse players from all over the world gather to compete for the top. Every year, the scale of the event has been expanding with more than 10,000 players competing in "EVO 2015". The event has also been delivered online in live streaming video platform "Twitch" which recorded approximately 250,000 viewers and has established itself as one that draws global attention.

Apart from the holiday tour which will be carried out for the purpose of participating in EVO and spectating in Japan, the internet viewer access was ranked number 2 for Japan in the world hitting approximately 1.4 million accounts proving its soaring popularity.

Under such circumstances, Hearts United Group signed a capital and business alliance with Shochiku BC on July 2015 for the video production and delivery business as well as for the business of game events such as e-sports and play-by-play delivery, which is a clear distinction from the conventional broadcasting business. This is in addition to actively taking part in e-sports events and the Japanese E-sports Association for the spread of e-sports. The purpose of these efforts is to go beyond our business boundaries of the news media, the media business of video delivery and game events which is also a growing business field that is operated through Aetas which manages "4Gamer.net" the largest comprehensive game information site in Japan.

Through such efforts and also due to the 3 companies Hearts United Group, Shochiku BC and Aetas regarding the holding of EVO in Japan as one of the core of its business, SRKX, host of EVO further considered holding the event in Japan so that they worked carefully with SRKX for its actualization.

By being chosen as partner by SRKX to realize their goal over the years of holding EVO Japan, a decision was reached to carry out EVO Japan.

In anticipation of EVO Japan, announcement of EVO Japan was made on July 17<sup>th</sup>, 2016 (July 18<sup>th</sup> in Japan) in Las Vegas, USA, at the Finals of "EVO 2016" by one of the host of EVO, Mark Julio and internationally known game producers Katsuhio Harada, general manager of BANDAI NAMCO Entertainment Inc. and Yoshinori Ono, officer of CAPCOM U.S.A., INC. also joined him on stage to comment on the event, bringing about great response by the players and spectators.

“We have partnered with Hearts United Group, 4Gamer and Shochiku Broadcasting to bring the Evo experience to Japan. Many gamers are unable to travel to the US every year for Evo, so we hope that we can replicate Evo overseas at fighting game home country. They are the perfect fit for Evo Japan and we look forward to working with them on this awesome event” states Joey Cuellar, founder of EVO.

The 3 companies, Hearts United Group, Shochiku BC and Aetas will be gearing up for the upcoming EVO Japan and will be announcing further details at the end of September 2016.

■“EVO 2016”(Held at Las Vegas from July 15<sup>th</sup> to 17<sup>th</sup>, 2016)



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\*There is no information at this moment regarding discussions about the sporting events, event content and timing of EVO Japan with game makers including BANDAI NAMCO Entertainment Inc. and CAPCOM U.S.A., INC. who graced the stage.

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Profile of Hearts United Group Co., Ltd.

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Business activities of group	: Debugging business, media business, creative business and other businesses