

News Release

AOI TYO Holdings

For Immediate Release

APRIL ADVERTISING JOINT STOCK COMPANY,
a Digital-Lead Creative Agency in Vietnam, Joins AOI TYO Group

Tokyo, Japan, April 5, 2019 – AOI TYO Holdings Inc. (HQ: Shinagawa, Tokyo, Representative Director: Yasuhito Nakae, Tokyo Stock Exchange First Section: 3975) has resolved to acquire the shares of Vietnam’s Company APRIL ADVERTISING JOINT STOCK COMPANY (HQ: Ho Chi Minh City, Socialist Republic of Vietnam, Representative Director: Pham Dang Duy, hereafter referred to as Company APRIL), as an equity-method affiliate, through AOI TYO HOLDINGS ASIA PTE. LTD. (HQ: Republic of Singapore), the regional headquarters for its business in Southeast Asia.



The AOI TYO Group is continuing to expand its network in the Southeast Asian region, with the aim of strengthening its overseas business in this rapidly growing market.

In recent years, the advertising market of Vietnam has continued to grow, especially in the online advertising segment is expected to maintain its high growth rate of over 20%.* Against this background, Company APRIL is providing a diverse array of creative and marketing consulting services to major domestic and international companies. It is a rapidly growing digital-lead creative agency.

Company APRIL has been developing a wide range of services, provided not only to advertisers, but also to media and entertainment companies. Based on their digital marketing, Company APRIL further offers other digital solutions, including the production of advertising content, combination with traditional media and experiential events, and in-house app development. With its strong prospects for continued growth in the rapidly expanding Vietnamese digital advertising market, the AOI TYO Group has made the decision to acquire shares in Company APRIL at this time.

* Based on data from Statista/ IAB Singapore; eMarketer/Zenith.

►Overview of Share Acquisition Target Company

Company Name	APRIL ADVERTISING JOINT STOCK COMPANY
Address	4A/167A D1 Street, Ward25, Binh Thanh District, Ho Chi Minh City, Vietnam
Representative Director	Pham Dang Duy
Established	April 4 th , 2006
Main operations	Branding and marketing consulting, provision of creative/advertising solution services, based on digital-first thinking.
Percentage shares held (post-acquisition)	AOI TYO HOLDINGS ASIA PTE. LTD. 25.1% (Management team, four members 74.9%)
Employees (including subsidiaries)	35 (as of the end of March, 2019)
URL	http://www.april.com.vn/

■For inquiries regarding this press release

AOI TYO Holdings Inc.

Transnational Strategy Department TEL: +81-3-6680-8719